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JAN 2
1937

DAHLIAS GLADIOLUS AND SELECTED SEED SPECIALTIES



Miss Glory, yellow, bottom left, and center; Air Mail, lavender, middle left; Murphy's Masterpiece, deep velvety red, top center; Amun Ra, bronze, top right; Tower's Empire, gold, bottom right; Earle Williams, red white bi-color, center; and American Triumph, bottom.

(See Dahlia Section)

Left—Championship Gladiolus
"SALBACH'S PINK".

Below—Columbine—finest strain available.
See seed section for Mixture, Blue
Shades, and Pink Shades.



CARL SALBACH

657 WOODMONT AVENUE
BERKELEY, CALIFORNIA



Left — Carl Salbach, hybridizing dahlias. Mr. Salbach has striven throughout his horticultural career to produce the very finest new flowers — and he is recognized as one of the world's leading breeders of dahlias, gladiolus, and iris.



Above — Dwarf Dahlias. Careful plant breeding by Mr. Salbach has developed these bedding dahlias to such a point that they are considered one of the most attractive annuals known. See seed section.

Right — Gladiolus Golden Goddess. This creation of Mr. Salbach's is the first patented gladiolus, and is recognized as the finest yellow grown.



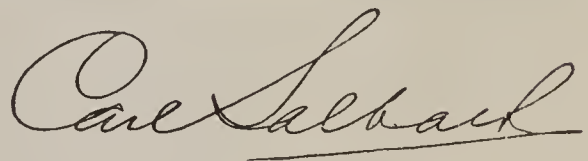
"IT COSTS NO MORE TO GROW THE BEST"

You can't insure your garden — but a very few additional cents invested in Salbach seeds or bulbs will bring you the next best thing — assurance that you are starting with the finest stock obtainable.

An advertisement of a few years ago carried the title, "What a whale of a difference a few cents make," but in terms of your garden, this statement wouldn't tell half the story. After all, it takes just as much garden space, just as much water, and just as much weeding for you to grow a poor plant as for a prize-winner. But those few extra pennies on your original purchase determine whether your garden is one that your neighbors truly envy, or whether it is "just another garden."

As an example of the excellence of Salbach stock, we quote from a letter sent, not to us, but to a customer who had chosen to send our merchandise abroad — "The gladiolus you sent me are the biggest happiness I ever had. They are the richest things I ever saw in my garden. No one here has ever seen such fine flowers. Many people from way off, including nurserymen and commercial gardeners, came to see them" — this from far-off Denmark.

The bulbs and seeds we send out are the finest that can be obtained, and are free from pests or injurious diseases. Our gladiolus are given special precautionary treatment, and our dahlias and seeds are carefully inspected for any sign of sickness or insects.



Member of

ALAMEDA COUNTY FLORAL SOCIETY	CALIFORNIA GLADIOLUS SOCIETY
AMERICAN DAHLIA SOCIETY	CANADIAN DAHLIA SOCIETY
AMERICAN GLADIOLUS SOCIETY	DAHLIA SOCIETY OF CALIFORNIA
AMERICAN IRIS SOCIETY	DAHLIA SOCIETY OF SOUTHERN CALIFORNIA
BRITISH GLADIOLUS SOCIETY	EAST BAY GLADIOLUS SOCIETY
BRITISH IRIS SOCIETY	FELLOW ROYAL HORTICULTURAL SOCIETY

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SALBACH'S PINK

RECENT INTRODUCTIONS

Twenty-Three Varieties, Worthy of Your Special Attention

Checking over the hundreds of new varieties that we have tried, we finally sift down to approximately two dozen varieties which we consider "must haves". These are, in our opinion, the cream of the crop, and we feel that no gladiolus fan should be without these varieties, all of which stand out even when compared to champions.

We sincerely commend the following:

YELLOW

Golden Goddess. Unquestionably the finest yellow in commerce. Protected by the first plant patent issued for any gladiolus.

PINK

Salbach's Orchid — One of the very best, nothing like it. Holds its own with its namesake, the orchid. Still new, but priced with the older varieties.

Miss Alameda — Easily the finest blotched pink — a variety which we cannot praise too highly — headed for the first ten, without a doubt. Priced moderately.

Festival Queen — Almost as large as Miss New Zealand, but of a more pleasing color. A "comer".

Salbach's Pink — Beautiful geranium pink. Always a top-notch, but of greater value now that it has shown under test that it is the most thrips resistant gladiolus known to date.

Queen Helen II — Very refined, and as much a champion as Helen Jacobs, world's tennis champion, for whom it was named. A seedling of Betty Nuthall that retains all of its vigor and growing habits. The best "hot-weather" gladiolus we know of.

Smiling Maestro — W. H. Phipps habit, with blooms larger, and salmon rose in color.

WHITE

Star of Bethlehem — A beauty, generally accepted as the best white grown.

Maid of Orleans — A sensationally outstanding white, having a creamy throat.

Maunga — Largest of all whites. Not as well known as Star of Bethlehem, being newer — but destined to be a real competitor to the latter.

RED

Rewi Fallu — Considered to be the very best dark red.

Beacon — Very tall and showy, scarlet with cream throat. One of the very best.

Allemania — Like Commander Koehl, but closer to scarlet. Large and very brilliant.

Tip Top — Huge blooms, very round and wide open. A red that is hard to beat.

BLUE

Milford — A sensation. Best of the light blues. Clear color, vigorous grower, large flower.

Blue Peacock — A fine variety, carrying the "bluest" tones of all.

Blue Admiral — A giant dark blue, the improved Veilchenblau.

ORANGE

La Fiesta — Untouched for color. Never fades, despite having the most brilliant orange color of all.

Rising Sun — Orange scarlet, clearer color than Mrs. S. A. Errey.

Paradise — Luminous orange yellow. A real leader.

SMOKY

Maya Maid — Russet brown. Absolutely unique. The finest novelty since Mother Machree.

Opal Queen — A light colored smoky, being opalescent yellow, but with striking smoky tongue.

Tennyson — Ox-blood red, an improved Saraband.

1937 GLADIOLUS INTRODUCTIONS



SHIRLEY TEMPLE

This season, in line with our policy of introducing no variety unless it is truly outstanding, we introduce only two Salbach seedlings — Cascade and Royal Velvet. We add to our list of introductions, however, two other splendid new gladiolus that were raised by other hybridists. One is Shirley Temple, produced by Mr. Pruitt, and the other is Gypsy Lass, a creation of Peter Herborn.

Cascade is a splendid new rose pink — very distinct, and a variety that is apparently destined for real popularity as a cut flower. Royal Velvet is a huge big violet — similar in color to Veilchenblau, but much larger, and having a glowing red undertone to give it additional richness. Shirley Temple is a very fine new cream — a shade that has “been begging” for a top-notch variety. Gypsy Lass is a most striking new scarlet, blotched deeper red—very showy, a real “comer”.

In short, all four are top-notch — really worth while varieties starting out to “go places”. The varieties:

CASCADE

(Salbach 1937)

A fine large, bright rose pink with a soft blotch of tyrian rose which gives the blooms distinct character. Fills a niche in the color range that has been open, as there has been no up-to-date variety in this shade.

Cascade is a splendid grower, its plants are tall, with long flower spikes, and the placement is perfect. Six blooms open at one time with a total of eighteen to nineteen buds and blooms. We feel confident that its perfect growing habit and its pleasing color will make Cascade one of the leading cut flower varieties. No small bulbs or bulblets for sale. Bulbs one inch or over in diameter, \$5.00 each.

GYPSY LASS

(Herborn-Salbach 1937)

Most distinctive of any new scarlet reds, thanks to a glowing carmine blotch. This outstanding new variety reminds one of the old Martha Washington in pattern, but it is so much more brilliant, so much larger and taller, and has so much more vigor that there is actually no basis for comparison between the two flowers.

A gladiolus with a real future, as its scarlet tones are in themselves as bright as any, but when set off by the carmine blotch flame into even greater brilliance. Six to seven huge and well placed florets open at once, all wide open — as showy a flower as one could imagine. No small bulbs, and no bulblets for sale. Bulbs one inch and over, \$5.00 each.

ROYAL VELVET

(Salbach 1937)

A giant flower that is a real violet-blue. As large as Blue Admiral (the improved Veilchenblau), but much redder, being most closely matched in Ridgeway by “spectrum violet.”

Color violet blue, but much redder and richer in color than any other blue toned gladiolus. Huge blooms and long flower spike. Seven of 20 to 22 buds open at once in perfect form.

A striking gladiolus whose fine habit and rich colors assure it a place among the leaders. No bulblets or small bulbs. Large, \$5.00; Medium, \$4.00.

SHIRLEY TEMPLE

(Pruitt-Salbach 1937)

A very fine new gladiolus in a color where there is plenty of room for much improvement — cream. The entire flower is light cream, with a throat of deeper cream. Beautifully ruffled. Large wide open blooms with six of eighteen florets open at once. Heavy substance.

A real “comer”, considered as better than Paradise, another fine creation by the same hybridizer. Large bulbs, (1½ in. and over) \$10.00 each; Medium Large bulbs (1¼ in. to 1½ in.) \$7.50; Medium (¾ in. to 1¼ in.) \$5.00.

Bulblets - \$1.00 each.

We Invite You

to become a member of the American Gladiolus Society. As a member, you will receive the monthly Bulletin published by the Society. Devoted solely to gladiolus, it is full of instructive facts and inspirational suggestions, and keeps you informed about new varieties, which are continually being created.

Membership may be obtained by mailing \$2 to Roscoe Huff, Secretary American Gladiolus Society, Room 600, Spohn Bldg., Goshen, Indiana, or Carl Salbach, 657 Woodmont Ave., Berkeley, Calif.

GENERAL LIST OF GLADIOLUS

All our bulbs are plump, healthy, and free from injurious insects of all sorts, and both large and medium bulbs are of blooming size. Small bulbs usually produce blooms late in the season. Bulblets seldom bloom the first year, and cannot be guaranteed to grow, as a percentage of these "baby" bulbs always fail to germinate.

Large bulbs are $1\frac{1}{4}$ inches in diameter or over; medium are 1 inch to $1\frac{1}{4}$ inches; and small bulbs are $\frac{1}{2}$ to $\frac{3}{4}$ inch. L. = large, Med. = medium, S. = small. When the size is not noted, large size is implied.

Large bulbs always produce the finest exhibition spikes, and sometimes throw several spikes to the bulb. Medium sized bulbs give excellent spikes, particularly when planted early in the season. Small sized bulbs seldom give much more than a very short spike, but produce large bulbs for the following season. Bulblets seldom flower, but grow into bulbs, mostly of small size.

For special collections see pages 14 and 15. Primulinus type listed separately on page 15.

The 3-6-12-25 prices are applicable to one individual variety, not to different ones priced alike — no quantity less than 100 at the hundred rate, and no smaller quantities than listed.

These prices cancel all previous quotations.

LARGE FLOWERING TYPE

ALLEMANIA. Probably the best of recent Pfitzer originations. Blooms and spike as huge as Commander Koehl, but much more brilliant in color, being very close to pure scarlet. L., \$1.50; Med., 75c; S., 50c. Bulblets, 5 for 60c; 10 for \$1.00.

ALMA NEEDHAM (Salbach). A very tall gladiolus of pure La France pink. Fine placement and good substance. Very early. One of the most thrips-resistant gladiolus of all, being surpassed in this respect only by Salbach's Pink when tested at the Agricultural Branch of the University of California. Priced at:

	Each	3	6	12	25	100
Large -	10c	25c	40c	75c	\$1.35	\$4.50
Medium -	15c	25c	45c	85c	2.75
Small -	20c	30c	55c	1.50
Bulblets -	100 for 35c; 250 for 75c.					

AMADOR. A very fine glowing red gladiolus that does not burn or fade. Five to eight good sized florets open at once. Opens clear to the tip. Aw. Mer., British Gladiolus Society. No small sized bulbs available. Other sizes at:

	Each	3	6	12	25	100
Large -	15c	35c	55c	\$1.00	\$1.75	\$6.50
Medium -	10c	20c	35c	60c	\$1.10	\$4.00
Bulblets -	50 for 30c; 100 for 50c.					

ATHERTON. Perhaps the largest light yellow on the market. Light yellow, very fine cut flower. Four to five huge florets open at once. A "comer". Priced at:

	Each	3	6	12	25	100
Large -	25c	70c	\$1.35	\$2.50
Medium -	20c	50c	90c	1.75
Bulblets -	20 for 50c.					

BEACON. A new and unusual gladiolus, introduced last season. Large blooms of bright scarlet with cream blotch. Its unusual height brings it well above the average height, so its bright coloring shows to striking advantage in the garden. Eight florets open at once. We consider this one of the best novelties offered in 1935. L., \$2.50; Med., \$1.75; S., \$1.00; Bulblets, 25c each; 10 for \$2.00.

BLUE ADMIRAL. Truly a masterpiece in a deep violet blue. It sets a new standard in its color field, and will unquestionably supplant Veilchenblau as soon as stock permits. Blooms twice the size of Veilchenblau, and brighter. Plants much taller. Five to six huge blooms open on a fine straight spike. A real buy in an outstanding new variety at:

	Each	3	6	12	25	100
Large -	25c	60c	\$1.10	\$2.00	\$3.75
Medium -	15c	35c	70c	1.25	2.25	8.50
Small -	10c	25c	45c	85c	1.60	6.00
Bulblets -	25 for 50c; 100 for \$1.25; 500 for \$5.00.					

BLUE PEACOCK (Salbach). When this variety was introduced, many "bluest blues" were being offered, and we were wary in the face of the competitive claims. Now that we have had a chance to test Blue Peacock against most of the others, however, we feel safe in stating that it is probably the "bluest" gladiolus generally in commerce. Named for the deeper blue blotch overlaid cream which resembles the eye of a peacock feather. Five large wide open florets open at once, good spike.

A sell-out for the past several seasons, and now that we have a chance to give it a more popular price, the demand will unquestionably be stronger yet. Not priced in quantities over 12 large or 25 medium bulbs:

	Each	3	6	12	25	100
Large -	20c	45c	80c	\$1.50
Medium -	15c	30c	50c	85c	\$1.50
Small -	10c	20c	35c	55c	1.00	\$3.50
Bulblets -	35 for 50c; 100 for \$1.00.					

BOB WHITE. A very tall, large white with violet throat markings. Considered one of Mr. Zimmer's best. No small bulbs available. Large, medium, and bulblets as follows:

	Each	3	6	12	25	100
Large -	15c	40c	75c	\$1.35
Medium -	10c	25c	45c	90c
Bulblets -	25 for 25c; 150 for \$1.00.					

BETTY NUTHALL (Salbach). This most outstanding variety should be in every garden. Color glowing orange pink with light yellow throat. Immense florets, perfect placement, six to eight blooms open, and heavy substance. Probably the most vigorous grower of all gladiolus, sometimes producing as many as five spikes to a single bulb. Late bloomer. Third most popular gladiolus in A. G. S. Symposium, winner of countless prizes.

We are particularly happy that we originated this wonderful gladiolus, as many growers consider it to be the finest gladiolus ever produced. One prominent hybridist enthuses as follows: "I never expect to see a better glad than Betty Nuthall . . . It is the best glad I have ever seen . . . Hot or dry makes no difference, Betty blooms just the same . . . Perfect in every detail . . . Betty should be at the head of the first 50, instead of third. That is where it belongs, and the color strikes me just right. It is a beautiful glad beyond description."

From Australia comes this comment about Betty Nuthall: "When it comes right down to the bottom, I still think Betty Nuthall is the best glad in the world today, and judging by comments of visitors, they confirm my opinion. Reasons are as follows: 1. No variety is so sure to give 100% good spikes from 100 corms; 2. A No. 3 or 4 corm



SALBACH'S ORCHID (above)

under quite ordinary treatment will give a nice decorative spike; 3. A full size corm under good conditions will give a fine exhibition spike; 4. Splendid stem; 5. Very healthy, resisting not only glad diseases, but general garden diseases; 6. Good propagator; 7. Beautiful color; 8. Stands heat well. What other glad can match that?"

We might speak about the price, but that speaks for itself:

	Each	3	6	12	25	100
Large - -	10c	15c	30c	55c	\$1.00	\$3.50
Medium - -	10c	20c	30c	60c	2.25
Small - -	20c	35c	1.25
Bulblets -	100 for 25c; 300 for 50c.					

BETSY BOB-UP. A delicately colored sport of Betty Nut-hall. Very pale peach pink with yellow throat. Retains the vigor and growth of Betty Nuthall.

	Each	3	6	12	25	100
Large - -	25c	70c	\$1.25	\$2.40	\$4.25
Medium - -	15c	40c	75c	1.50	2.50
Small - -	10c	25c	45c	85c	1.50	\$5.60
Bulblets -	50 for \$1.00.					

CARIOCA (*Bones-Salbach* 1936). Large, very tall burnt orange gladiolus, six to nine open buds and a total of twenty-four buds to the spike. The same long, tall straight spike, and vigorous growth that have helped make Betty Nuthall so popular. These factors combined with the fact that it has heavy leathery substance, stamp it as a real "comer". A good stock sets the price. Large bulbs only, 50c each.

CASCADE (*Salbach* 1937). A fine large, bright rose pink with a soft blotch of tyrian rose which gives the blooms distinct character. Fills a niche in the color range that has been open, as there has been no up-to-date variety in this shade.

Cascade is a splendid grower, its plants are tall, with long flower spikes, and the placement is perfect. Six blooms open at one time with a total of eighteen to nineteen buds and blooms. We feel confident that its perfect growing habit and its pleasing color will make Cascade one of the leading cut flower varieties. No small bulbs or bulblets for sale. Bulbs one inch and over in diameter, \$5.00 each.

CHAMPLAIN. A very pleasing clear light blue on the Heavenly Blue type. Very early blooming. No reduction on three bulbs, six at half the twelve price. Large, 25c each, 12 for \$2.50; Medium 15c each, 12 for \$1.50; Small 10c, 12 for \$1.00. Bulblets — 20 for 25c; 125 for \$1.00.

CHARLES DICKENS. Clear glowing red violet with deeper, velvety blotch on lower petals. Fine placement. Seven to eight florets open at once.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	25c	40c	1.35
Bulblets -	100 for 30c, 300 for 75c.					

CHRISTABEL. A fine vigorous gladiolus with many large florets open at once. Light pink, shading more to the salmon shades than Coryphee. A fine gladiolus priced low for a new variety:

	Each	3	6	12	25	100
Large - -	15c	40c	70c	\$1.25
Medium - -	10c	25c	40c	75c	\$1.35
Small - -	15c	25c	40c	75c	\$2.50
Bulblets -	35 for 35c, 100 for 60c.					

COMMANDER KOEHL. A magnificent deep red that is both bright and rich in color. Tall with long flower spikes, and easily the best in its color tone, excepting only the new and more expensive Allemania. Six to eight wide open florets open at once. Priced at:

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	25c	45c	1.35
Bulblets -	100 for 35c; 300 for 75c.					

CORYPHEE. A clear wax-like pink, similar to an Ophelia rose. Beautiful in baskets, creating a sensation practically every time exhibited. Florets large, round, and well formed, placement perfect. Tall. Early. Priced at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.50
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c.					

Carl Salbach . . . Finest Gladiolus

DON OF PERALTA (*Salbach*). A most unusual gladiolus, very showy, and one of the most strikingly different gladiolus grown. Very brilliant in mass or in bouquets. Large blooms of bright red with a prominent blotch of straw yellow. Order early, as this variety is priced the same as last year, when it was a sell-out:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c, 350 for 75c.					

DR. F. E. BENNETT. One of the best of all scarlet reds. A large, tall flame scarlet with many open at one time. Rated eighth most popular of all gladiolus in Amer. Glad. Soc. symposium and always a winner at shows.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.50
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

EMILE AUBRUN. Immense flowers of rich smoky red. Glowing carmine blotch in throat. Six open, placement perfect, always a winner. Very striking, being the richest of the smoky type gladiolus, as bright and still as rich as velvet. Priced at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.40
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c, 350 for 75c.					

ETENARD. A very unusual wide open pearly white with large blotch of crimson on lower petals.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c, 350 for 75c.					

FESTIVAL QUEEN (*Salbach* 1934). A huge clear geranium pink self with soft carmine markings on lower petals. Immense blooms over six inches across, five or six open at one time with twelve or thirteen buds to come. Consistently placed, and correctly faced.

One of the parents of Grand Opera, our sensational giant pink seeding (awaiting stock for introduction) which measures as large as Miss New Zealand. Festival Queen is a "must have" for breeders because its characteristic huge well expanded florets carry on freely in its offspring.

Wide rounded blooms give the appearance of greater size and available at a much lower price than other of the new "giant" gladiolus: Large 50c each, 3 - \$1.25, 12 - \$4.50; Med., 30c, 3 - 75c, 12 - \$2.50; Small 20c each, 3 - 50c, 12 - \$1.75. Bulblets: 10 for 50c, 100 for \$3.00.

FRANK J. McCOY. A splendid salmon with deeper blotch. A most remarkable exhibition flower that has won blue ribbon after blue ribbon. Priced at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Bulblets -	100 for 30c, 350 for 75c.					

FREDERICK CHRIST. Very large flowers of delicate shrimp pink, with cream throat suffused shrimp. A beautiful variety that we consider one of Diener's best. Scarcity of stock has always held this fine variety from greater recognition. Large bulbs only, available while stock last at 10c each, 3 - 25c, 6 - 40c, 12 - 75c, 25 - \$1.35. Bulblets - 40 for 50c, 100 for \$1.00.

GAY HUSSAR (*Salbach*). Soft orange shading to strawberry pink, with blotch of bright orange. The finest non-fading gladiolus on the orange shades, excepting the newer and more expensive La Fiesta, which is incidentally a seedling from Gay Hussar. Gay Hussar has just been given an Award of Merit at the R. H. S. trial Gardens at Wisley, England, and is most popular everywhere. Priced at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

GOLDEN GODDESS (*Salbach* 1935). The first patented gladiolus. Sold under the protection of United States Plant Patent No. 77.

Our predictions made in past seasons have been completely upheld by the actual performance of this fine flower. Best evidence of this is in the many unsolicited comments we have received from Canada, America, and Australia. They include:

"Golden Goddess has been wonderful here this year. Much better than I thought it was. Have one in my office now with twelve open and the color is good." This in a letter just received from one of the most prominent Eastern growers.

"Would like to congratulate you on your wonderful gladiolus Golden Goddess. It has caused a sensation here in Australia this season. Have grown it with sixteen open flowers on a spike and the spike has twenty-four buds."

"I took a chance and split the bulb of Golden Goddess and got two real plants, very strong, healthy, and vigorous, and I cut two magnificent spikes. One had twenty-six and the other twenty-five buds and they opened up twelve in good condition. The heights were respectively fifty-four and fifty-six inches. The color left very little to be desired; facing was ideal—90 to 95 rating with me. Just let me say that I am more than satisfied. I have bloomed almost every yellow in existence including Golden Fleece, Golden Chimes, Gate of Heaven—but why enlarge? Golden Goddess has them all beat."

"Golden Goddess has now bloomed here and the spikes I saw certainly live up to your claims for it. Unfortunately none were in bloom for the Glad. Show here, but the Goddess would certainly be a contender for best glad in the show."

"The finest yellow I know. My spike, which took first as best yellow in the show, was easily the best in its color I have ever grown."

"Last year I bought Golden Goddess from you. We had an unusually late freeze which froze it to the ground. It came up again and produced a spike beyond my dreams. Twelve large perfect florets opened at one time with perfect placement."

In addition, one prominent firm pronounced Golden Goddess "a real acquisition" after testing it, while another reports as follows:

"This is the top yellow we have had to grow and rate."

Ten to twelve of the twenty-one to twenty-six florets open at once in a deep, rich golden yellow. Not a single spike to date has given any evidence of whorling, even from bulblets stock. Every bud opens when cut, and the florets are of good size, the flower spike long, and the color clear and deep with no markings or shadings of another color.

Golden Goddess is the first patented gladiolus, and a warning is supplied with each bulb to the effect that it can be grown for the personal enjoyment of the purchaser, but that no stock of Golden Goddess may be sold, leased, or given away or in any way transferred without the written consent of Carl Salbach, the patentee.

A few reliable firms have been granted permission to sell bulbs of Golden Goddess in the United States this year, using a stock supplied by us.

Only large bulbs are being offered by us and no one else is authorized to sell medium or small sized bulbs, or bulblets in the United States. Large bulbs only, each \$1.00, 3 for \$2.50.

GOLDEN DREAM. A clear deep yellow of splendid substance. Very tall, many open at one time. Most popular yellow in Amer. Glad. Soc. Symposium. Priced at:

	Each	3	6	12	25	100
Large - -	10c	15c	30c	55c	\$1.00	\$3.50
Medium - -	10c	20c	30c	60c	2.40
Small - -	20c	35c	1.25
Bulblets -	100 for 25c; 300 for 60c.					

Carl Salbach . . . Finest Gladiolus

GERTRUDE SWENSON. A \$100.00 gladiolus from Australia that qualifies as the fine rosy mauve that so many hybridists have been striving for. Has won prizes as "Champion" or best bloom displayed in four Australian shows, and has been highly praised in America.

Perfect placement, tall and straight, with ten to fourteen florets open at once. Color—bright rosy mauve with small white blotch on lower petals, feathered mauve. No small bulbs available. Large 60c, 3 for \$1.50; Med., 35c, 3 for \$1.00. Bulblets - 15 for 50c.

GRAND SLAM (*Salbach* 1933). A sport from Pfizer's Triumph. Bright salmon orange, a most pleasing color. Large graceful blooms that are slightly ruffled. Heavy substance. Grand Slam has been highly praised in all parts of the country. A new gladiolus, but such a rapid increaser that we price it at:

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	30c	55c	1.50
Bulblets -	100 for 35c	300 for 75c.				

GYPSY LASS (*Herborn-Salbach* 1937). Most distinctive of any new scarlet reds, thanks to a glowing carmine blotch. This outstanding new variety reminds one of the old Martha Washington in pattern, but it is so much more brilliant, so much larger and taller, and has so much more vigor, that there is actually no basis for comparison between the two flowers.

A gladiolus with a real future, as its scarlet tones are in themselves as bright as any, but when set off by the carmine blotch flame into even greater brilliance. Six to seven huge and well placed florets open at once, all wide open—as showy a flower as one could imagine. No small bulbs, and no bulblets for sale.

Bulbs one inch and over \$5.00 each.

HEAVENLY BLUE. Clear lavender blue of great refinement. Long, graceful spikes, many open. Blooms to the tip when cut. The best light blue, excepting the new and more expensive variety, Milford. Stock of Heavenly Blue is always short of the demand, but while available, Large bulbs only: 15c each, 3 - 35c, 6 - 55c 12 for \$1.00.

HELEN WILLS (*Salbach*). A large clear white, shading to soft canary yellow at the throat. Tall, vigorous and of wonderful substance. Priced at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

JONKHEER VON TETS. Very large tall, white, with wide open blooms and good substance. Opens well when cut. A very fine new white. Priced at:

	Each	3	6	12	25	100
Large - -	15c	30c	45c	85c	\$1.60	\$6.00
Medium - -	10c	20c	30c	50c	90c	3.50
Small - -	20c	35c	60c	2.00
Bulblets -	50 for 50c, 150 for \$1.00.					

Something Outstanding

"My garden is only a small one," a customer told us, "but I spend about \$20.00 a year for water and fertilizer. . If I buy cheap seeds, plants, and bulbs, I can have a lot of pretty flowers—but if I spend about \$5.00 more for good stock, like yours, I can have a real garden—something outstanding that I can be proud of, and which I will enjoy to the utmost." Certainly a more logical conclusion, particularly when one considers that in addition to the actual cost of growing, one invests a good many hours of toil and thought in the planning, preparation, and care of a garden. We offer you the greatest possible value for your garden dollars, because we discontinue any item that is relegated to second place in its line—and because we never sacrifice quality for cheapness' sake in any other manner.



PICARDY

Gladiolus Lovers

will enjoy a membership in the New England Gladiolus Society. The 272-page year-book, "Gladiolus", is alone worth many times the \$1.00 yearly membership fee. Mail checks to the secretary, G. Edgar Folk, Oakdale, Mass.

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MISS ALAMEDA

Loans Them Out

A Canadian customer reports: "The gladiolus from your bulbs made a great show last year; hundreds of people came to admire them. I gave a flower lover a bunch of Salbach's Pink and Betty Nuthall (perfect blooms) and he considered them so good that he loaned them out to his friends for their tea socials."

LA FIESTA (*Salbach 1935*). This very outstanding gladiolus is undoubtedly the most remarkable "break" in color that has been produced in the last ten years of gladiolus breeding—for it is a clear bright orange that does not fade.

The colored reproduction does not do La Fiesta justice. The deeper throat markings should be the brightest orange, rather than a dull red. The process colors which we use in our catalog simply will not give this shade. The throat marking of orange is actually the "key" coloring of the flower, and gives the flower its striking gay appearance. Six to seven well placed florets open at once, with a total of seventeen to eighteen florets and buds. Flowers of good size and a rapid increaser.

La Fiesta has been a "stopper" both in the garden and on the show table and we have received reports that it does as well in the East as with us.

One grower, for instance, reports: "I won first in the commercial class 3 spike decorative type orange with three fine spikes of La Fiesta. I like it." Another says: "Color wonderful and unusual. Some thought it the most startling color ever seen in a glad spike. Extra good." Then, too, La Fiesta has just been given an Aw. Mer. at the British Glad. Soc. trial grounds. An unexcelled "buy" in a new gladiolus, and priced low, too:

	Each	3	6	12	25	100
Large - -	\$1.25	\$3.50	\$6.00	\$10.00
Medium - -	75c	2.00	3.50	6.00
Small - -	40c	1.00	1.75	3.00
Bulblets -	5 for 50c, 15 for \$1.00.					

LUCIFER. A tall striking flame red with red violet blotch. Somewhat on the order of Red Lory but more scarlet in color. Not generally available, and stock scarce. Large only: 15c each, 3 - 35c, 6 - 55c, 12 for \$1.00.
Bulblets - 100 for 50c.

MME. SULLY. Ivory white with carmine blotch in throat. Very distinct, and one of the showiest cut flowers of all.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

MAGNA BLANCA (*Salbach*). Unquestionably the tallest glad grown, having been grown eight feet tall. A beautiful ivory white that merits the remarks of one of our customers who wrote us that "Magna Blanca grew 7½ feet high, with 28 large wide open flowers on two spikes, making 56 flowers in all. The wonder of white glads — everybody went wild over this one." Another, just as enthusiastic, says, "I want to increase my planting of Magna Blanca which out-performs anything I have seen in gladiolus. Last season I had no trouble at all bringing back the ribbons at the shows with this wonderful gladiolus. Whenever you find anything to beat it let me know, I also find your Betty Nuthall, Salbach's Pink, and Salbach's Orchid at the top of the list."

Six or more florets open at once, all well placed and faced. Given Aw. Mer, R. H. S., England, and one of the finest varieties for breeding as its characteristics of size and vigor carry on to the offspring. Because of its extreme vigor, medium or even small bulbs give bloom stalks comparable to the normal growth of other varieties.

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	30c	55c	1.50
Bulblets -	100 for 35c, 300 for 75c.					

1938 Introduction

We hope that stock will permit us to release Berkeley Blue next season. This variety is a clear, striking blue that will be a real sensation.

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MAID OF ORLEANS. A very large, creamy white, of fine substance. Tall straight spikes very pleasing. One of the best new whites—a variety that was in great demand last season, and is apparently due for a great run of popularity this season. Priced at:

	Each	3	6	12	25	100
Large	-	10c	25c	40c	75c	\$1.35 \$4.50
Medium	-	15c	25c	45c	85c	2.75
Small	-	15c	30c	55c	1.50	

Bulblets - 60 for 35c, 200 for \$1.00.

MAMMOTH WHITE. Immense pure alabaster white. Clear color, perfect spike, with many open. A striking spike capable of defeating any of the older whites in exhibition display. A fine florist variety. Stock limited, and no small bulbs for sale.

	Each	3	6	12	25	100
Large	-	10c	25c	40c	75c	\$1.35 \$4.50
Medium	-	15c	25c	45c	85c	2.75

Bulblets - 100 for 35c, 300 for 75c.

MARMORA. The most popular of the “smoky” gladiolus voted fourth most popular among all gladiolus in the Amer. Glad. Soc., being the first smoky to “place”. Good placement with eight or more open at once. Tall. Color a lavender gray with a glowing red-violet blotch that gives it life and distinction. Very large.

	Each	3	6	12	25	100
Large	-	10c	20c	35c	60c	\$1.10 \$4.00
Medium	-	15c	20c	35c	70c	2.25
Small	-	15c	25c	40c	1.35	

Bulblets - 100 for 25c; 300 for 50c.

MAUNGA. A giant white from New Zealand that has been grown with blooms eight inches across. Its florets are easily the largest of any white gladiolus, and its color is as clear as that of Mammoth White. Unquestionably a “comer”. No small or medium sized bulbs. Large, \$1.50 each.

Bulblets 20c each, 3 for 50c, 7 for \$1.00.

MAYA MAID (Salbach 1936). The most distinct and striking novelty since Rose Ash and Mother Machree—a real russet brown gladiolus. Completely distinct from any other gladiolus, a beautiful and sensational creation.

A sturdy grower that often blooms even from bulblets. Large blooms, wide open, seven or eight florets open at once with a total of nineteen to twenty blooms and buds. Coloring best described as the color of the brownest autumn leaves—definitely brown, but in the rich reddish shades of that color. The throat, which is of cream, heavily feathered reddish brown, blends in perfectly with the predominating color of the flower.

The finest of all the “unusual” glads that we know, and unquestionably bound for tremendous popularity. Large, \$3.00 each; Med., \$1.75; Small, \$1.00. Bulblets, 40c each, 3 for \$1.00.

MILDRED LOUISE. A very large grenadine pink, blending to yellow in the throat with red pencilings. Ninth most popular gladiolus in the A. G. S. symposium. The largest gladiolus in its color, recognized as outstanding throughout the Nation. Good substance and very tall.

	Each	3	6	12	25	100
Large	-	15c	35c	55c	\$1.00	\$1.75 \$6.00
Medium	-	10c	20c	35c	60c	1.10 4.00
Small	-	20c	35c	60c	2.00	

Bulblets - 25 for 65c, 50 for \$1.00.

MILFORD. We consider this outstanding gladiolus to be the finest recent New Zealand creation, not even excepting Miss New Zealand. Greatly improved over Heavenly Blue, being larger, bluer in color, a vigorous grower, and fine in every way—our choice as the outstanding leader in the light blue class. Pictured on back cover page. Produces fine clean bulbs that keep well. Large, 75c each, 3 for \$2.00; Medium, 50c, 3 for \$1.35, 6 for \$2.50, 12 for \$4.50; Small 30c, 3 for 75c, 6 for \$1.35 12 for \$2.50.

Bulblets - 10 for 40c, 100 for \$2.50.



BETTY NUTHALL

Best evidence of the standards of introducing firms are the varieties that the firm has put into commerce. We believe that our own gladiolus will uphold our reputation perfectly. A few are: Betty Nuthall, Blue Peacock, Festival Queen, Gay Hussar, Golden Goddess, La Fiesta, Magna Blanca, Maya Maid, Miss Alameda, Opal Queen, Primrose Princess, Queen Helen II, Salbach's Orchid, and Salbach's Pink.

YOUR CHRISTMAS PROBLEM SOLVED

Gladiolus bulbs, backed by the distinction of coming from Carl Salbach, are ideal gifts for any time or purpose. Nothing is surer of appreciation, no gift is more pleasing than Salbach bulbs, and certainly few things more lasting, as they will keep blooming for many years.

Orders going East much reach us before December 7 if actual delivery is desired, but we have most attractive Gift Orders that we can send as Christmas heralds of the bulbs that are to follow in the Spring. Where there is no danger of delivery in transit, as the three Pacific Coast States, we can ship the actual bulbs anytime, packed in colorful boxes.

All you need to do is send us your selection (which may be made from any item in the catalog), and we will tend to everything else. However, for your convenience, we point out the following most suitable collections:

"Grand Prize Assortment" in full color range — 25 large gladiolus for \$1.35; 50 large gladiolus for \$2.50; and 100 large gladiolus for \$4.00

Picardy Collection — 6 large bulbs, each, Picardy, Queen Helen II, Salbach's Pink, and Salbach's Orchid (24 bulbs) each variety labeled for \$1.35

Cutflower Champions Collection — 12 large bulbs, each, Betty Nuthall, Commander Koehl, Grand Slam, and Mrs. Von Konynenburg (48 bulbs) each variety labeled — for \$2.60

See also Page 26 for our special "GREETING-GIFT" CARD offer for something most attractive and delightfully different in Christmas Cards.

THRIPS CONTROL MADE EASY

Control of thrips is now very definitely a matter of record. It involves treatment of the bulbs, and either early planting or regular spraying, or both.

TO PROTECT THE BULBS — Cure bulbs thoroughly, then sprinkle one pound of naphthalene flakes among each thousand bulbs. Not more than twenty-four hours before planting, peel the bulbs and dip them in 120° hot water for about two minutes. (About as hot as the average person can stand with his hand fully immersed).

Note: The bulbs we supply have been fully protected by fumigation, and need not be treated unless stored with your other bulbs after leaving our sheds.

PLANT EARLY — December and January are the safest months in Southern California; January and February in central California; and March in most other places. Migratory thrips from neighboring gardens are not likely to reach such early plantings in time to injure the blooms. The damage is not from the first few thrips, but from the thousands of off-spring that develop after several weeks of breeding.

START SPRAYING EARLY — Early plantings should give uninjured blooms; regular spraying, started while the plants are young, makes it almost certain that your blooms will come through in good shape. Spraying is essential for late plantings. Start when the plants are two to three inches tall, and spray at least once a week. To avoid spray-burning, never spray until evening during spells of warm weather.

SPRAYS — One of the best is ¼ lb. manganese arsenate, 4 lbs. brown sugar, and 6¼ gallons of water. A second, good in dry regions, but which cannot be used in humid regions (due to danger of burning the plants) is: 2 oz. Paris Green, 4 lbs. brown sugar, and 6¼ gallons of water. A third very effective spray, useful anywhere, is the new commercial preparation, Red Arrow's Pyrethrum Insect Spray.

Carl Salbach . . . Finest Gladiolus

MINUET. Beautiful clear lavender with good size and fine placement. Heavy substance and tall, straight stem. Awarded first, second, and third as best lavender without markings at the 1931 Amer. Glad. Soc. Show, and first in 1932, 1933 and 1934. Rated as the second most popular of all gladiolus in the Amer. Glad. Soc. popularity symposium.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 30c, 350 for 75c.						

MISS ALAMEDA (Salbach 1934). Unquestionably one of the finest gladiolus ever introduced, ranking with Picardy and Betty Nuthall as one of the best all-around gladiolus ever created. We cannot find words enough to fully describe the excellence of this fine new variety, for it has "everything".

Our high opinion of this gladiolus is backed by practically everyone who has seen Miss Alameda. Wholesale sources indicate that it is the most desired new gladiolus in commerce — order now as an early sell-out is likely.

The spike is straight and tall, the florets are large and round, and of heavy substance. It is a vigorous grower, placement is perfect, and the color is most intriguing. The color is a deep salmon pink, set off so well by the distinctive carmine blotch which is in perfect harmony with the predominating color of the flower. Six or more of the large florets open at once, and the spike carries eighteen or more buds and blooms. Very early, has been tested and highly recommended for forcing, and has been a sensation in the opinion of those florists who have had an opportunity to see and use it. A gladiolus with a great future, now available at popular prices although introduced only three years ago. Probably the best of the new varieties, and definitely a "must have," considering the price.

	Each	3	6	12	25	100
Large - -	15c	35c	55c	\$1.00	\$1.75	\$6.00
Medium - -	10c	20c	35c	60c	\$1.10	4.00
Small - -	20c	35c	60c	2.00
Bulblets - 50 for 35c, 100 for 60c, 250 for \$1.25.						

MISS NEW ZEALAND. A simply huge flower that has been a sensation in New Zealand, reported as producing six or more eight inch florets open at once on a long flower spike having a total of eighteen buds. Certainly a real whopper. Deep salmon pink with cherry blotch in throat. Large \$1.25 each; Medium, 80c each.

MOORISH KING. Deep rich velvety red, almost black. The best of the near-black gladiolus. No medium or small sized bulbs available. Large bulbs, each 25c, 3 for 60c, 12 for \$1.50. Bulblets — 10 for 50c.

MOTHER MACHREE. A most interesting and popular new glad in the smoky group. Veinaceous lavender with edges of petals overlaid salmon pink. Six to eight large and perfectly placed blossoms open at once. Seventh most popular gladiolus in A. G. S. symposium.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	20c	35c	70c	2.40
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 25c; 300 for 50c.						

MRS. JOHN S. WOOD. A most vigorous, extremely tall glad with large florets, salmon, flaked rose. Five to six feet tall. A standby among cut flower growers, being a real top-notch gladiolus. Almost identical to Mrs. Douglas, a bit taller if anything.

	Each	3	6	12	25	100
Large - -	10c	15c	30c	55c	\$1.00	\$3.50
Medium - -	10c	20c	30c	60c	2.25
Small - -	20c	35c	1.25
Bulblets - 100 for 25c; 300 for 50c.						

Watch for Grand Opera, our stunning mammoth pink. Also Miss America, a beautiful "baby pink." Both, we hope, will be available next season.

Carl Salbach . . . Finest Gladiolus

MRS. S. A. ERREY. Very large scarlet orange originally imported from Australia.

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	30c	55c	1.50
Bulblets - 100 for 35c, 300 for 75c.						

MRS. VAN KONYNENBURG. This variety is one of the best blues on the market, still good enough to compete on favorable terms with even the newest blues. Color, lilac blue. Large, of good substance, and very showy.

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	30c	55c	1.50
Bulblets - 100 for 35c, 300 for 75c.						

OPAL QUEEN (Salbach 1936). A huge flower that is most attractive, due to its iridescent quality. Pale orange yellow with smoky tongue and veining in the center of the florets. Very opaque, and an elegant cut flower. A vigorous grower completely distinct. Eighteen buds, with five immense florets open at once. Large bulbs \$2.50 each, Medium \$1.50 each, Small \$1.00, 3 for \$2.50. Blts., 40c, 3 for \$1.00.

ORANGE SOVEREIGN. A large flower of soft orange shading to yellow in throat. Long flower spike and florets of good size. A most pleasing variety.

	Each	3	6	12	25	100
Large - -	15c	35c	55c	\$1.00	\$1.75
Medium - -	10c	20c	35c	60c	\$1.10	4.00
Small - -	20c	35c	60c	2.25
Bulblets - 25 for 40c, 200 for \$2.50.						

PARADISE. A very fine new seedling on the apricot shades. Large spike, large florets, and very vigorous. A Picardy seedling that is decidedly distinct. Decidedly worth having.

	Each	3	6	12	25	100
Large - -	35c	\$1.00	\$1.85	\$3.50
Medium - -	25c	70c	1.35	2.50
Small - -	15c	40c	80c	1.50	2.75
Bulblets - 50 for \$1.00.						

PELEGRINA. Deepest violet-blue. This variety was a sensation when it first came to America, and stock is still scarce.

	Each	3	6	12	25	100
Large - -	15c	30c	50c	85c	\$1.60
Medium - -	15c	30c	50c	1.00
Small - -	20c	35c	60c	2.00
Bulblets - 50 for 35c.						

PFITZER'S TRIUMPH. Unquestionably one of the largest and finest glads ever introduced. Tenth most popular of all gladiolus in Amer. Glad. Soc. symposium and winner of countless prizes. The enormous amaryllis-like flowers are bright scarlet with a cherry blotch in the throat.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 25c; 300 for 50c.						

PICARDY. A most sensational flower of delicate glowing flesh pink. Most popular gladiolus of all A. G. S. symposium, and will unquestionably be the "best seller" again this year. First as best bloom in National Show at Century of Progress, 1934, and winner of many awards as "best flower in the show." Large blooms, many florets open, good placement—at popular prices this season, and should be in every garden.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 25c; 300 for 50c.						



MAMMOTH WHITE

Good Work

This is not an iris catalog, but we cannot resist quoting the following from a New York flower expert, for our introductions of dahlias, seeds, and gladiolus have always been top-notchers, too. The quotation: "I think you are to be congratulated on having such an outstanding group of recent iris introductions. I know of no other hybridizer or agent of hybridizers, who has brought forth so many really good new iris in the last few years. Keep up the good work."

Incidentally, our next season's listing of new iris will be the most outstanding we have ever had, eclipsing our introductions of 1927 and 1934 which had previously been considered as the finest groups introduced by any firm in a single year.

In addition, Carl Salbach and his son, Edward, both took extensive tours last season, covering the majority of the Nation's iris centers. As a result, they have purchased, to the best of their knowledge, all of the Nation's most outstanding iris. These, as well as the new seedlings, will of course, be on display at the Gardens during iris season, which starts in early April and continues through May.

PIMPERNEL. A very brilliant red with clear cut white throat blotches. Six or more large flowers open at once. Originally imported from Scotland.

	Each	3	6	12	25	100
Large - -	20c	50c	90c	\$1.75	-----	-----
Medium - -	15c	35c	60c	\$1.10	\$2.00	-----
Small - -	10c	20c	35c	65c	1.25	\$4.50
Bulblets - 25 for 40c, 100 for \$1.00.						

PRIMROSE PRINCESS (Salbach). Very fine light yellow, still capable of holding its own against even the newest yellows. Very large, stately, wide open primrose yellow. Five to seven open at once. Tall spike and florets large.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	-----	15c	20c	35c	70c	2.25
Small - -	-----	-----	15c	25c	40c	1.35
Bulblets - 100 for 30c, 300 for 75c.						

PIRATE. A beautiful dark rose red, lighter in upper throat. One of the very finest Palmer varieties. Particularly beautiful under artificial light. Five to six immense blooms out at a time on well arranged, strong spikes. Distinctive and one you should have.

	Each	3	6	12	25	100
Large - -	15c	35c	55c	\$1.00	\$1.75	-----
Medium - -	10c	20c	35c	60c	1.10	\$4.00
Small - -	-----	-----	20c	35c	60c	2.00
Bulblets - 100 for 40c.						

QUEEN HELEN II. (Salbach 1934). A very refined clear-cut gladiolus that is definitely heading for a top rank. Not only is the flower beautiful, but it has definitely proven itself to be one of, if not the best, doers in extreme heat. A real winner in shows, as is demonstrated by the following excerpt from a letter we received from Washington (state): "I won sweepstakes at our County gladiolus show last Saturday with Queen Helen II. Our show is second only to the state show."

The grenadine pink coloring is delightfully enhanced by the pinard yellow blotch in the throat. Perfect placement.

Six refined, wide-open florets in bloom at once with twelve additional buds. The symmetry and coloring of this flower establish it as a worthy tribute to another champion, Helen Jacobs, for whom this aristocratic gladiolus was named.

Perhaps more descriptive than anything we can say are the following paragraphs, taken from a letter from Memphis, Tennessee:

"The large size bulbs I received from you were planted April 4th, were cut July 4th. The spikes heavy, eighteen florets with four to five open at one time, splendid placement, straight as an arrow (no crooks) in our hot sun during eight weeks of drouth with a temperature average of 100 degrees and as high as 110, this hot sun did not burn the edges of the florets.

"As the spike on Queen Helen II peeped out from the plant foliage, it did not droop over in this extreme hot sun we have experienced this year in the south, as most of the varieties do, but came out straight and continued going up straight and stayed there.

"In my planting, I put the large size Betty Nuthall bulbs in the ground April 3rd, cut the first spikes today, July 6th. Queen Helen II has performed exactly like Betty Nuthall, which with me, never crooks, but a sixteen floret spike is the average."

	Each	3	6	12	25	100
Large - -	15c	30c	50c	85c	\$1.50	\$5.00
Medium - -	-----	15c	30c	50c	90c	3.00
Small - -	-----	-----	20c	35c	60c	1.75
Bulblets - 100 for 40c, 250 for \$1.00.						

RAPTURE. Medium light salmon with diffused creamy yellow blotch. Seven open at once, and a very strong grower.

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	-----	15c	25c	45c	85c	2.75
Bulblets - 100 for 40c.						

Carl Salbach . . . Finest Gladiolus

RED LORY. Very large, striking rose red with eight to ten florets open at once. Very tall, and color most unusual. Originally imported from Australia.

	Each	3	6	12	25	100
Large - -	15c	35c	55c	\$1.00	\$1.75	-----
Medium - -	10c	20c	35c	60c	1.10	\$4.00
Small - -	-----	-----	20c	35c	60c	2.00
Bulblets - 100 for 40c.						

REWI FALLU. A newly imported red produced by the introducer of Bill Sowden, but described as the best yet. While our policy has always been to list only the top-notch, most outstanding, and only after seeing the varieties in bloom our own selves, we make an exception in this case and list Rewi Fallu without having seen a flower. This is, however, only because the recommendations have been so fine, and from a most reliable source. Large \$10.00 each; Medium, \$7.50; Small, \$5.00. Bulblets - \$1.00 each.

RISING SUN. (Salbach 1936). A seedling from Pfitzer's Triumph and Mrs. S. A. Errey with the best qualities of both parents. Flowers the size of Pfitzer's Triumph, with the bright flame orange of Mrs. Errey, but the color clarity of the former.

The most flaming color of any gladiolus we know of. Time and time again our visitors have picked it first among all other gladiolus in our demonstration displays.

Eighteen florets, five or six wide open at once. Huge, vigorous. Large, \$2.50 each; Medium, \$1.50; Small, \$1.00, 3 for \$2.50. Bulblets — 40c; 3 for \$1.00.

ROYAL VELVET (Salbach 1937). A giant flower that is a real violet-blue. As large as Blue Admiral (the improved Veilchenblau), but much redder, being most closely matched in Ridgeway by "spectrum violet."

Color violet blue, but much redder and richer in color than any other blue toned gladiolus. Huge blooms and long flower spike. Seven of 20 to 22 buds open at once in perfect form.

A striking gladiolus whose fine habit and rich colors assure it a place among the leaders. No bulblets or small bulbs. Large, \$5.00; Medium, \$4.00.

SALBACH'S ORCHID (Salbach). Colored the same laven der pink as a Cattleya orchid. Similar in form to Minuet, but pinker, and retains its color under artificial light. Large, wide open blooms of heavy substance and fine placement. As many as ten blooms open at once, and one of the few flowers that will stand the hottest sun without fading or wilting.

Tested and proven as a gladiolus for forcing, as "the first blooms remained attractive and held their color until the entire spike had developed." Blooms out best when cut with two or three florets open. Award Merit, R. H. S., 1936. See color picture inside back cover page.

Described by an Australian as "In every respect an exceptionally fine gladiolus", which is certainly a correct statement, for it is distinct in color, vigorous in growth, ideal in habit, and withstands heat. Wonderful cut flower.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.25	\$4.00
Medium - -	-----	-----	20c	35c	70c	2.50
Small - -	-----	-----	15c	25c	40c	1.35
Bulblets - 100 for 35c, 300 for 75c.						

"A New Type"

Decidedly striking—is the dark foliaged duplex dahlia, **BISHOP OF LLANDAFF** (listed among the miniatures). The plants grow approximately 2½ feet tall, making them ideal for many purposes, the flowers are most attractive, and it is a good keeper. Striking when used in arrangements with other red dahlias, particularly pompons.

Carl Salbach . . . **Finest Gladiolus**

SALBACH'S PINK (*Salbach*). Most attractive in its own right because of its color, growth, and habits, but very definitely increased in worth many times by the fact that it is the most thrips resistant of all gladiolus. We have this on the authority of the Agricultural branch of the University of California, whom, after their second year of testing report that Salbach's Pink is the most resistant of all. Large, wide open, glowing geranium pink, with soft carmine tongue and throat markings. Long, graceful flower spike with eight to sixteen open at once. Fine placement and heavy substance. Last florets open in water as well as the first, and are beautiful as rosebuds.

Wonderful cut flower and excellent commercial variety. Color picture, front cover page, does not do full justice to the flower, as it does not accurately reproduce the soft coloring to the flower. Available, subject to stock at:

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65	\$1.25	\$4.00
Medium - -	20c	35c	70c	2.50
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 35c, 300 for 75c.						

SENORITA (*Salbach*). One of the few gladiolus with true orange coloring. Large flowers of true orange with carmine tongue and pencilling. Medium height. Aw. Mer., British Glad. Soc., and winner of many other prizes.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c
Small - -	15c	25c	40c	1.35
Bulblets - 100 for 25c; 300 for 50c.						

SEQUOIA BLUE (*Salbach*). Unquestionably the biggest light blue — named for the giant California Redwoods. Light bluish lavender with violet tongue. Unusually valuable for breeders, for we have produced some striking varieties, both in the light and medium shades, all of giant dimensions, by using Sequoia Blue.

	Each	3	6	12	25	100
Large - -	35c	90c	\$1.75	\$3.00
Medium - -	25c	60c	1.10	2.00
Bulblets - 60 for 50c, 100 for \$1.00.						

SHIRLEY TEMPLE (*Pruitt-Salbach 1937*). A very fine new gladiolus in a color where there is plenty of room for much improvement—cream. The entire flower is light cream, with a throat of deeper cream. Beautifully ruffled. Large wide open blooms with six of eighteen florets open at once. Heavy substance.

A real "comer", considered as better than Paradise, another fine creation by the same hybridizer. Large bulbs (1½ in. and over) \$10.00 each; Medium Large bulbs (1¼ in. to 1½ in.) \$7.50; Medium (¾ in. to 1¼ in.) \$5.00.

Bulblets - \$1.00 each.

SMILING MAESTRO. Apparently a seedling from W. H. Phipps, somewhat deeper in color, being salmon rose. Many huge florets open at once, blooms and spikes both much larger than those of W. H. Phipps. Unquestionably a coming gladiolus.

	Each	3	6	12	25	100
Large - -	40c	\$1.00	\$1.85	\$3.50
Medium - -	25c	60c	1.00	1.85
Small - -	15c	35c	55c	1.00	1.75	6.00
Bulblets - 20 for 25c, 150 for \$1.00.						

STAR OF BETHLEHEN. A fine, outstanding white that is a vigorous grower everywhere, generally considered as better than Mammoth White, Jonkheer von Tets, Maid of Orleans, and all the older whites. This splendid gladiolus has been in such strong demand that it has been almost impossible to purchase stock the last two seasons. Available, subject to stock at:

	Each	3	6	12	25	100
Large - -	25c	60c	\$1.20	\$2.25	\$4.00
Medium - -	15c	40c	70c	1.35	2.25
Small - -	10c	25c	45c	85c	1.50
Bulblets - 10 for 40c, 25 for \$1.00, 100 for \$2.50.						



QUEEN HELEN II

TAKINA. Huge lilac purple. One of the new Australian giants, "as big as a house." Grown with eight inch florets in Australia. Large, \$1.75 each, 3 for \$5.00; Medium, \$1.25 each, 3 for \$3.00; Small, 75c, 3 for \$2.00.
 Bulblets - 4 for 50c, 10 for \$1.00.

TENNYSON. Rich velvety oxblood red with faint cream blotch in throat. Six to eight open on tall, straight spike. Brighter in color, and with much better substance than Saraband, which it now replaces.

	Each	3	6	12	25	100
Large - -	15c	35c	55c	\$1.00	\$1.75
Medium - -	10c	20c	35c	60c	1.10	4.00
Small - -	20c	35c	65c	2.25
Bulblets - 50 for 35c, 100 for 60c.						

See next page for Tip-Top, Vagabond Prince, and W. H. Phipps. Also for special gladiolus collections.

TIP TOP. An immense wide open scarlet even larger than Pfitzer's Triumph. One of the very finest recent Pfitzer's originations. A sure winner in shows, which already boasts many blue ribbons, although stock is still very scarce. No small bulbs and no bulblets for sale.

	Each	3	6	12	25	100
Large - -	30c	75c	\$1.50	\$2.75
Medium - -	20c	50c	95c	1.90

VAGABOND PRINCE. A very rich iridescent garnet brown with glowing scarlet blotch. Eight well placed florets open at once in a very striking manner. Large, \$2.00; Medium, \$1.50; Small, \$1.00. Bulblets - 2 for 25c; 10 for \$1.00.

**Carl Salbach . . .
Finest Gladiolus**

W. H. PHIPPS. Magnificent salmon pink. Flowers large, ten or more open at once, and long flower spike. One of the most consistent blue ribbon winners grown.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

SPECIAL GLADIOLUS COLLECTIONS

GOLD MEDAL GLADIOLUS COLLECTIONS

Betty Nuthall
Blue Admiral
Commander Koehl
Dr. F. E. Bennett
Gay Hussar
Golden Dream
Grand Slam
Helen Wills
Magna Blanca
Mildred Louise
Minuet
Miss Alameda
Mother Machree
Mrs. John S. Wood
Mrs. Von Konynenburg
Pfitzer's Triumph
Picardy
Queen Helen II
Salbach's Orchid
Salbach's Pink

One large bulb, each,
Of the twenty bulbs listed at left, all labeled, for.....\$2.00

Three medium bulbs, each,
Of the twenty bulbs listed at left (60), all labeled, for.....\$3.50

Five small bulbs, each,
Of the twenty bulbs listed at left (100), all labeled, for.....\$2.75

Long blooming assortment, which includes
one large, 2 medium, and 3 small bulbs of each of the twenty gladiolus listed at
left (each variety labeled) 120 bulbs for\$4.75

One hundred bulblets, each
All 20 varieties, each kind labeled, for.....\$3.50

PICARDY COLLECTION

6 large Salbach's Pink (Salmon pink)
6 large Salbach's Orchid (Orchid pink)
6 large Picardy (Apricot)
6 large Queen Helen II (Grenadine, yellow throat)
24 large bulbs, as above, labeled, for.....\$1.35

CUTFLOWER CHAMPIONS COLLECTIONS

12 large Betty Nuthall (Orange pink, yellow throat)
12 large Commander Koehl (Deep red)
12 large Grand Slam (Salmon orange)
12 large Mrs. Von Konynenburg (Blue)
48 large gladiolus bulbs, 12 each, labeled, as above, for.....\$2.60
48 medium sized bulbs, 12 each, labeled, of the four varieties listed above,
labeled, for\$1.50

NEWEST WINNERS COLLECTIONS

Blue Admiral	}	One large bulb, each variety at left, labeled (5 bulbs).....	\$2.25
Blue Peacock		Two medium bulbs, each variety at left, labeled (10 bulbs).....	\$2.70
Festival Queen		Three small bulbs, each variety at left, labeled (15 bulbs).....	\$2.00
La Fiesta		Fifteen bulblets, each variety at left, labeled (75 bulblets).....	\$2.50
Milford			

LATEST SENSATIONS COLLECTION

3 blts. Beacon	3 blts. Opal Queen	1 blt. Rewi Fallu
3 blts. Maya Maid	10 blts. Paradise	5 blts. Rising Sun
25 blts., 6 varieties, labeled, for.....\$3.75		

GRAND PRIZE ASSORTMENT

Every bulb from a prize-winning variety. Balanced assortment including nothing but our catalogued varieties, such as Betty Nuthall, Picardy, Pfitzer's Triumph, Grand Slam, etc.—not labeled—no primulinus included.

LARGE BULBS — 12 for 75c, 25 for \$1.35, 50 for \$2.50, 100 for \$4.00
MEDIUM SIZED BULBS — 25 for 85c, 50 for \$1.50, 100 for \$2.50

Carl Salbach . . .
Finest Gladiolus

SMALL FLOWERED GLADIOLUS

Nothing is better for table and small decorations than the small flowering gladiolus. These include all the colors that are to be had in the larger varieties besides many rich bronze and bright orange colorings not found in the large type gladiolus. All except the Gloriana and Wasaga are of the primulus hybrid type, which is characterized by a slight hooding.

ADA DE POY (Salbach). Tall bronzy apricot. Slightly ruffled. Eight open.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.40
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

COPPER BRONZE. A very beautiful primulinus aptly described by its name. Very popular. No small sized bulbs for sale.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10
Medium - -	20c	35c	70c	\$2.50
Bulblets -	100 for 25c; 300 for 50c.					

CORAL PRIM. Very fine coral pink primulinus hybrid. No medium or small sized bulbs or bulblets available. Large bulbs 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10.

DOVE KILGORE. A very lovely ruffled shrimp pink. Six open, nine buds. One of the best, but little known, due to scarcity of stock.

	Each	3	6	12	25	100
Large - -	10c	25c	40c	75c	\$1.35	\$4.50
Medium - -	15c	25c	45c	85c	2.75
Small - -	15c	30c	55c	1.50
Bulblets -	100 for 25c; 300 for 50c.					

ETHYLYN. Beautiful light orange. Very fine straight spike. Large bulbs only, priced at: 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10.

GLORIANA. "Golden salmon" shading to yellow at throat. Very charming.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c; 300 for 50c.					

GOLDEN AMBER (Salbach). Finest yellow primulinus grown, having more open florets than Souvenir. Excellent deep color. Large bulbs only, priced at: 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10.

GOLDEN FRILLS. Dainty little yellow primulinus having two red lines running down the throat. Ruffled. Large bulbs only, priced at: 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10.

LA PALOMA. Pure rich orange. Fine substance and does not burn.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.25
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 25c, 300 for 50c.					



ORANGE BUTTERFLY

ORANGE BUTTERFLY (Salbach). A rich, glowing, bronzy, orange primulinus that is in a class by itself. The florets are of heavy substance, yet the flower is dainty and beautifully placed. Ten to twelve open. Reports indicate that this is the most generally favored all around primulinus grown. Award Merit, R. H. S., England.

Called the "daintiest of glads" by an Australian grower, and a retail customer writes: "Your glad 'Orange Butterfly' is one of the prettiest things I have in my 115 varieties of glads."

	Each	3	6	12	25	100
Large - -	10c	20c	35c	65c	\$1.20	\$4.00
Medium - -	15c	20c	35c	70c	2.50
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c, 500 for 75c, 1,000 for \$1.25.					

RADIANT (Salbach). glowing strawberry pink — lower petals soft orange pink. Fine. Tall spike.

	Each	3	6	12	25	100
Large - -	10c	20c	35c	60c	\$1.10	\$4.00
Medium - -	15c	20c	35c	70c	2.50
Small - -	15c	25c	40c	1.35
Bulblets -	100 for 30c, 500 for 75c, 1,000 for \$1.25.					

SCARLET BEDDER (Salbach). Very bright, rich scarlet. Exceedingly showy, and fine for cutting. Large bulbs only, at: 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10.

WASAGA. Light Apricot, 10c each, 3 for 20c, 6 for 35c, 12 for 60c, 25 for \$1.10; medium, 6 for 20c, 12 for 35c, 25 for 70c, 100 for \$2.50.

PRIMULINUS ASSORTMENT:

Large	25 for \$1.10; 50 for \$2.00, 100 for \$3.85
Medium	25 for 70c; 50 for \$1.25; 100 for \$2.40

THREE EACH "PRIM" COLLECTION: Ada de Poy, Copper Bronze, Coral Prim, Dove Kilgore, Golden Amber, Golden Frills, Ethylyn, La Paloma, Orange Butterfly, Radiant, Scarlet Bedder — 33 large blubs — labeled.....\$1.85

DOZEN COLLECTION, "PRIMS": Ada de Poy, Copper Bronze, Dove Kilgore, La Paloma, Orange Butterfly, Radiant — 12 each — 72 large bulbs, labeled.....\$3.25
12 each, as above — 72 medium sized bulbs, labeled.....\$1.90

HOW TO ORDER

Please Read Carefully Before Ordering

Order Early — Early orders are solicited to prevent disappointments in case the variety selected should be sold out.

Please write your **name and address** plainly.

Stock — All of our dahlia orders will be filled with strong divisions of field grown tubers. All gladiolus bulbs will be of good healthy stock.

Time — Gladiolus will be ready for shipment in November. Eastern orders, however, will be mailed between December 10 and March 1 only at purchaser's risk from freezing in transit.

Seeds will be ready December 1.

Dahlia tubers will be ready March 20. We give no guarantee for tubers used for forcing green plants.

Dahlia Green Plants — In general, we do not sell green plants. (See note, page 22.) In the four cases that we except, plants will be ready in May.

Substitutions — We do not substitute unless directed to do so. If late in the season, we suggest that you indicate a second choice, or that you permit us to substitute with equal or greater value.

Cultural Directions — Full directions included with every order.

Terms — Remittance should accompany order unless shipment is to be sent C. O. D., or satisfactory credit references are given. Remit by Postal or Express Money Orders or by drafts on American banks when ordering from Canada or foreign countries. 25% deposit will hold orders until shipping time, when they will be sent C. O. D. for balance unless otherwise arranged.

Postage — Seed orders of any amount sent postpaid. On bulb orders or combination seed and bulb orders of less than \$1.00, add 15c for packing and postage. All retail orders amounting to \$1.00 or over will be delivered free to all points reached by regular Parcel Post.

Sales Tax — Add 3% to cover tax on all goods delivered in California. All sales delivered to other states not subject to tax.

Non-Warranty — We give no warranty, express or implied, as to description, quality, productiveness, or any other matter of seeds, bulbs, rhizomes or plants sent out by us and will not be responsible in any way for the crop. If the purchaser does not accept the goods on these terms no sale thereof is made and purchaser must return them at once, and money will be refunded.

References — For our business standing, please refer to
• Bank of America National Trust and Savings Association;
American Trust Co., Berkeley, California; Farmers and Merchants Savings Bank, Oakland, California.

Our finest seedling gladiolus, and our rarest new varieties* will be in bloom during July; our dahlias from August to November; iris April and May. Follow scenic Euclid Avenue, keeping to the right around the turn of Grizzly Peak Boulevard (a continuation of Euclid Avenue) turning to the left on Creston Road. Follow our garden signs. We are just one mile from the end of the No. 4 Cragmont (Euclid) line.

*Most of our standard varieties are planted at our growing fields.



Note to Local Customers: We are open regularly for Sunday business from 9:00 a. m. to 1:00 p. m. During the iris season (April 1 to May 30) we will be open from 8:00 a. m. to 5:30 p. m. on Sundays.

1937

WHOLESALE LIST

GLADIOLUS : DAHLIAS : SEED SPECIALTIES

CARL SALBACH

Grower and Originator of New Varieties

657 Woodmont Avenue :: Berkeley, California

Phone ASHberry 1066



Read Carefully Before Ordering

STOCK — We ship only first quality merchandise. All of our dahlia orders will be filled with strong divisions of field grown tubers; all gladiolus bulbs will be of good clean healthy stock that has been fumigated as a precautionary measure.

ALL ORDERS taken subject to stock. 25% deposit will hold orders until shipping time.

TRANSPORTATION — ALL SEEDS sent prepaid. GLADIOLUS and DAHLIAS F. O. B. Berkeley, unless specified otherwise.

WHOLESALE DAHLIA PRICES

All Wholesale Dahlia Prices F. O. B. Berkeley

NOTE: Our stock of all varieties is first class, having been grown from clumps that have not been "forced", and which have not been heavily propagated. Tubers supplied at wholesale rates, however, are not subject to replacement under any condition if used for forcing green plants.

WE PARTICULARLY point to the following outstanding dahlias:

SIERRA SUNRISE — A new release this season. In our opinion this is Miss Meussdorffer's finest creation. Tubers, \$10.00; Plants, \$5.00.

MISS GLORY—Finest yellow semi-cactus grown. Tubers, \$5.00; Plants, \$3.00.

FRANK SERPA — Huge, sensational blush pink. \$1.50; 3 for \$4.00.

SNOW QUEEN — Finest white show dahlia. 65c; 5 or more at 60c.

ALL OTHER DAHLIAS LISTED are subject to 33 1/3% discount from retail price, F. O. B. Berkeley, excepting collections and plants of Milton J. Cross and Directeur Plumecocq, which are NET.

IN ADDITION, we have stock of the following available wholesale as priced:

Adirondack Sunset — \$1.25
Adorable — \$1.50
Black Knight — \$1.50
Blue River — \$3.30
Buckeye Baby — \$1.00
Challenger — \$2.00
Clara Barton — 75c
Clara Carder — \$3.30
Don Juan — \$2.35
Dean Anderson — \$6.65
Eclipse Jr. — \$1.00

Eva Hunt — \$1.25
Golden Eclipse — 60c
Hillcrest Fluffy Ruffles — 75c
Jersey's White Beauty — \$3.35
Kay Francis — \$1.00
Kentucky Snowball — \$1.35
Lemonia — \$2.00
Mary Elizabeth Redfern — \$2.15
Mary Retzer — \$1.50
May Day — \$1.65
Mrs. Alfred T. Bunyard — \$2.25

Mrs. F. W. Lord — \$5.00
Mrs. H. O'Connor — \$3.35
Oriental Glory — 75c
Pride of America — \$5.00
Rockley Moon — 75c
Royal Purchase — \$5.00
Rudolph's Giant — \$6.65
Salem Streamline — \$5.00
Victoria — 75c
Wenoka — \$3.35
White Beauty — \$2.65

DAHLIA SEED — Large Flowering Type — (Details pages 24 and 25)

Choice Dahlia Seed — 100 seeds, 75c; 500 - \$3.50.

Selected Dahlia Seed — 100 seeds, \$1.75; 250 - \$4.00; 500 - \$7.50; 1,000 - \$14.00.

1937 WHOLESALE GLADIOLUS LIST

25 Bulbs at the 100 Rate; 250 Bulbs at the 1000 Rate

PRICES F. O. B. BERKELEY

Variety	Quantity	No. 1	No. 2	No. 3	No. 4	No. 5	Bulbs.
ADA DE POY	100	\$2.00	\$1.60	\$.....	\$.....	\$.....	M\$.75
ALLEMANIA	Ea.	1.10	.90	.75	.50	.35	1075
ALMA NEEDHAM	100	2.50	2.00	1.75	1.00	.50	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt.2.50
BETTY NUTHALL	100	1.85	1.50	1.00	.75	.50	M50
	1000	15.00	12.50	7.50	6.00	4.00	Qt.1.50
							Bu15.00
BLUE ADMIRAL (New)....	10	1.60	1.35	1.00	.75	.65	1001.00
	100	12.50	10.00	7.50	6.00	5.00	M8.00
BLUE PEACOCK	10	1.20	1.00	.65	.55	.40	2502.00
	100	10.00	8.00	5.20	4.40	3.20	M7.50
BOB WHITE	10	1.10	.90	.75	.60	.40	M1.50
	100	26.00	20.00	14.00	10.00	7.00	Qt.3.50
CHRISTABEL	10	1.00	.90	.60	.50	.30	10050
	100	5.50	4.00	3.25	2.75	2.40	M3.00
COMMANDER KOEHL	100	3.00	2.25	1.35	1.20	.85	M1.00
	1000	24.00	18.00	12.00	10.00	7.50	Qt.3.00
DON OF PERALTA	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt.2.50
DR. F. E. BENNETT	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt.2.00
EMILE AUBRUN	100	2.25	1.75	1.25	M1.00
FESTIVAL QUEEN	Ea.45	.40	.30	.25	.20	1002.75
	10	3.65	3.50	2.00	1.85	1.45	
GAY HUSSAR	100	2.25	1.85	1.10	.80	.55	Qt.1.00
	1000	18.00	15.00	9.00	7.00	5.00	Peck5.00
							Bu15.00
GOLDEN DREAM	100	1.85	1.50	1.00	.75	.50	Qt.1.75
	1000	15.00	12.50	7.50	6.00	4.00	Bu15.00
GRAND SLAM	100	3.00	2.25	1.35	1.10	.75	M1.00
	1000	24.00	18.00	12.00	9.00	6.00	Qt.2.50
							Peck ..15.00
HELEN WILLS	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt.2.50
JOHNKEER VON TETS....	100	4.40	3.60	2.50	2.40	M5.00
LA FIESTA (New).....	Ea.	1.00	.85	.65	.50	.35	1505.00
	10	6.00	5.00	4.00	3.00	2.00	50012.50
	100	40.00	34.00	25.00	17.50	12.00	M20.00
LA PALOMA	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt.2.50
MAGNA BLANCA	100	3.00	2.25	1.35	1.10	.75	M1.00
	1000	24.00	18.00	12.00	9.00	6.00	Qt.3.00
MAID OF ORLEANS	100	4.00	3.20	2.80	2.40	2.00	M2.50
	1000	32.00	28.00	24.00	20.00	16.00	
MAMMOTH WHITE	100	2.50	2.00	1.20	1.00	.65	M75
	1000	16.00	10.00	8.00	5.00	Qt.2.50
MARMORA	1000	10.00	8.00	5.00	M90
							Qt.2.00
MAUNGA	Ea.	1.50	101.50
MAYA MAID (New).....	Ea.	2.75	2.25	1.60	1.25	.90	51.00

WHOLESALE GLADIOLUS—Continued

Variety	Quantity	No. 1	No. 2	No. 3	No. 4	No. 5	Bits.
MILFORD (New)	Ea.65	\$.60	\$.45	\$.35	\$.25	1040
	10	5.50	5.00	3.50	2.80	1.75	100 2.50
	100	40.00	35.00	27.50	20.00	13.50	M 20.00
MINUET	100	2.25	1.85	1.10	.80	.75	M 1.00
	1000	18.00	15.00	9.00	7.00	6.00	Qt. 3.00
MISS ALAMEDA (New)....	1070	.60	.45	.35	.25	
	100	5.00	4.00	3.50	2.50	1.75	M 2.50
	1000		30.00	20.00	15.00	12.00	Qt. 7.50
MILDRED LOUISE	100	5.00	4.50	4.00	3.00	2.40	M 5.00
MOTHER MACHREE	1000	20.00	16.00	10.00	8.00	5.00	M75
							Qt. 1.50
MRS. JOHN S. WOOD.....	100	1.85	1.50	1.00	.75	.50	M50
	1000	15.00	12.50	7.50	6.00	4.00	Qt. 1.75
MRS. S. A. ERREY	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt. 2.50
MRS. VAN KOYNEN- BURG	1000			10.00	8.00	6.00	M75
							Qt. 2.50
ORANGE BUTTERFLY....	100		2.00	1.20	1.00	.65	M75
	1000		16.00	10.00	8.00	5.00	Qt. 2.50
OPAL QUEEN	Ea.	2.50	2.00	1.50	1.25	.80	10 2.50
PFITZER'S TRIUMPH ...	100	2.25	1.85	1.10	.80	.55	M75
	1000	18.00	15.00	9.00	7.00	5.00	Qt. 2.00
PICARDY	100	1.85	1.50	1.00	.75	.50	M50
	1000	15.00	12.50	7.50	6.00	4.00	Qt. 1.50
							Bu. 15.00
PRIMROSE PRINCESS....	100	2.25	1.75	1.00	.65	.50	M75
	1000	18.00	15.00	9.00	7.00	4.00	Qt. 1.50
QUEEN HELEN II	100	3.50	2.75	2.00	1.50	1.00	M 1.00
	1000	25.00	22.50	15.00	12.00	7.50	Qt. 2.50
							Peck ..15.00
RADIANT	100	2.50	2.00	1.20	1.00	.65	M75
	1000	20.00	16.00	10.00	8.00	5.00	Qt. 2.50
RISING SUN	Ea.	2.50	2.00	1.50	1.00	.75	10 2.50
	10	17.50	15.00	12.00	7.50	6.00	
SALBACH'S ORCHID	100	3.00	2.50	1.50	1.25	1.00	M 1.50
	1000	24.00	18.00	12.00	10.00	8.00	Qt. 5.00
SALBACH'S PINK	100	3.00	2.25	1.50	1.25	1.00	M 1.50
	1000	24.00	18.00	12.00	10.00	8.00	Qt. 5.00
SEÑORITA	100	2.25	1.85	1.10	.80	.55	M75
			15.00	9.00	7.00	5.00	Qt. 1.50
SEQUOIA BLUE	10	2.00	1.75	1.55			100 1.00
							M 6.00
SMILING MAESTRO	10	2.40	1.75	1.50	1.00	.75	150 1.00
							300 5.00
TAKINA	Ea.	1.65	1.55	1.00	.90	.65	
	10			8.00	7.20	5.00	10 1.00
							25 2.00
							100 5.00
WASAGA	10	4.80	3.60	2.80	1.80	1.25	M 1.50
	100	36.00	28.00	22.00	16.00	12.00	Qt. 5.00

CARL SALBACH

657 WOODMONT AVENUE - BERKELEY, CALIFORNIA

WHOLESALE SEED PRICES

Any packet or quantity item listed in retail catalog is sold to growers at 33 1/3% discount, excepting Hand Pollinated White Delphinium and large flowering and dwarf dahlia seed, which are listed below.

Larger quantities priced below

FLORISTS AND NURSEYMEN should pay particular attention to the following: Aquilegia, Dahlias — both large flowering and dwarf; Delphinium; Iceland Poppies; Marigolds Crown of Gold, Gigantea Hybrids, Golden Eagle, and Harmony; Pansy; Phlox Gigantea Art Shades; Snapdragons; Stock Super Giant Imperial; and Zinnias.

Detailed description given in general seed list, pages 24 - 32 inclusive.

AQUILEGIA, Crimson Star — 1/8 oz. \$1.10; 1/4 oz. \$2.00.

AQUILEGIA, W. F. Blue or Pink Shades, or Mixed — 1/8 oz. .90c; 1/4 oz. \$1.60.

COREOPSIS — Double New Gold — 1/2 oz. \$1.00; 1 oz. \$1.75.

COSMOS SENSATION — 1/4 oz. 60c; 1 oz. \$2.00.

DAHLIA, Dwarf Bedding Type — 1/8 oz. 60c; 1/4 oz. \$1.10; 1/2 oz. \$2.00.

DAHLIA, Large Flowering Type —

Choice Dahlia seed — 100 seeds, 75c; 500 - \$3.50.

Selected Dahlia seed — 100 seeds, \$1.75; 250 - \$4.00; 500 - \$7.50; 1000 - \$14.00

DELPHINIUM "Pacific" Strain — White. In retail packets only, subject to general seed discount of 33 1/3%.

DELPHINIUM "Pacific" Strain — New Mid-Blue, Lavender, Pastel, Violet Blue, or Balanced Mixture — 1/16 oz. \$1.00; 1/4 oz. \$2.50; 1/2 oz. \$4.50; 1 oz. \$8.00.

DELPHINIUM "Pacific" Strain — HAND POLLINATED — WHITE. Available only in retail packets at \$2.50, not subject to any discount.

DELPHINIUM, HAND POLLINATED SEED. V. & R. "PACIFIC" STRAIN — Light, Medium, or Dark Shades, or Balanced Mixture.

Retail packet of over 100 seeds, \$1.00; 1/8 oz. \$3.00; 1/4 oz. \$5.00.

ICELAND POPPY — Gartref, Orange and Gold, Coonara Pinks, or Santa Maria Inn mixture — 1/8 oz. 75c; 1/4 oz. \$1.35; 1/2 oz. \$2.50.

ICELAND POPPY — Apricot — 1/16 oz. 70c; 1/8 oz. \$1.20; 1/4 oz. \$2.25.

MARIGOLD — Collarette, Crown of Gold — Packets only at regular 33 1/3% discount.

MARIGOLD — Dixie Sunshine — 1/4 oz. 60c; 1/2 oz. \$1.10; 1 oz. \$2.00.

MARIGOLD — Gigantea Hybrids — 1/4 oz. \$1.25; 1/2 oz. \$2.25; 1 oz. \$4.25.

MARIGOLD — Golden Eagle — Packets only at regular 33 1/3% discount.

MARIGOLD — Harmony — 1/2 oz. 50c; 1 oz. 90c; 1/4 Pound \$2.75.

PANSY — Best by Test Strain — 1/8 oz. \$2.00; 1/4 oz. \$3.50; 1/2 oz. \$6.00.

PHLOX GIGANTEA — Art Shades — 1/4 oz. 85c; 1/2 oz. \$1.50.

SNAPDRAGONS — Bedding Type — Orange, Red or Rose Pink shades — 1/16 oz. \$1.50; 1/8 oz. \$2.50.

SNAPDRAGONS — Tall Maximum Type — Alaska, Appleblossom, Campfire, Ceylon Court Yellow, Roman Gold, or Pink — 1/4 oz. 90c; 1/2 oz. \$1.50; 1 oz. \$2.50.

Christmas Candle, Copper King, Orchid Blend, or Salmon Rose shades—
1/16 oz. 75c; 1/8 oz. \$1.35; 1/4 oz. \$2.50

Finest Mixture — 1/4 oz. 70c; 1/2 oz. \$1.25; 1 oz. \$2.00.

STOCK, GIANT IMPERIAL TYPE —

Santa Maria — 1/8 oz. 65c; 1/4 oz. \$1.25.

Any other variety — 1/8 oz. 60c; 1/4 oz. \$1.10.

Mixture — 1/8 oz. 50c; 1/4 oz. 90c.

STOCK, SUPER GIANT IMPERIAL TYPE —

Roselight, Lilac Blue or Rose Charm — 1/8 oz. 85c; 1/4 oz. \$1.60.

ZINNIA, Dahlia Flowered —

Any variety or either mixture — 1/2 oz. 75c; 1 oz. \$1.25; 1/4 pound \$4.00.

ZINNIA — Crown O'Gold Mixture — 1/4 oz. 60c; 1/2 oz. \$1.00; 1 oz. \$1.75.

ZINNIA — New Pastel Shades Mixture (Pompon type)—1 oz. \$1.25.

SMALL FLOWERING DAHLIAS

Any three 35c or 40c Dahlias for \$1.00

The free blooming small dahlias (pompons, singles, and miniatures) all of which keep so well when cut, are among the most satisfactory all-around plants that may be had in any garden. They perform the double service of providing color in the garden and blooms for the house—for a single bush will bloom for months, actually producing hundreds of blooms. Tubers of small flowering dahlias should be planted as soon as received, as they are usually small and the eyes are apt to dry out if left exposed to the air for any length of time.

In particular we wish to point out that our list of miniatures is now most outstanding. The varieties in our list are the "cream", actually chosen from more than one hundred miniatures that we have purchased and grown.

Miniatures are similar in form to the large dahlias, but are 2 1/2 - 3 1/2 inches in diameter; pompons are tiny ball type dahlias, about 1 1/4 inches in diameter; and single dahlias are those with cosmos type blooms.

MINIATURE DAHLIAS

- ABERDEEN.** A rich dark red cactus type miniature that is most attractive. Very unusual and striking, and splendid for cutting. New.\$1.00
- BABY ROYAL.** A beautiful cactus miniature from England that has created a sensation. Pink, shading to orange, with dainty blooms that are just as attractive when the centers are closed as when they are open. So prolific of bloom that the top of the bushes become a solid mass of bloom with hardly a green leaf showing through50c
- BISHOP OF LLANDAFF.** A very glowing dark, red duplex (two rows of petals with open center). Very striking when used with any other small type dahlia, whether it be pompon or miniature. Unusual, also, for its dark foliage. Low growing60c
- CORONNE.** White, formed like a gardenia. Decorative type. Very small50c
- ELIZABETH PAPE.** Flesh pink. Cactus type35c
- GAIL TAYLOR** (*Salbach-Taylor* 1936). Stunning in color and of splendid habit. Strikingly suffused brick red and yellow, although some bushes, and some blooms come almost amber yellow, the tips of the blooms faintly red, as if dusted with color. Most outstanding in any of its variations. Bushes filled with blooms. Decorative type, with 2 1/2 inch blooms. A "Best Keeper"\$2.50
- IRENE.** Peach color. Decorative form35c
- LITTLE DREAM.** Pure rose pink, faintly tipped white. Cactus form. New, from Europe\$1.00
- LITTLE JEWEL.** Dec. type. Delightful La France pink.....35c
- LITTLE SNOW QUEEN.** At last—a really first-class miniature white cactus. Perfect form, free bloomer. 2 inch diameter. A new importation from Europe\$1.00
- LITTLE PEARL.....**A fine new cactus miniature from Europe. Similar to Elizabeth Pape, but deeper in color, being salmon pink. Centers closed throughout the season. One of the very best50c
- LUANA.** Beautiful old rose miniature. Might easily be described as a miniature Cavalcade\$1.50
- MAH BABY.** Dark, glowing, rich wine red. Most unusual. Same form, and long stems as Miss Vivian. Texture so firm that it keeps indefinitely. Decorative type. Really outstanding\$1.00
- MIRTH.** New orange miniature. Decorative form. Best of its color\$1.00
- MISS VIVIAN** (*Mack*). A startling rose pink which has taken the dahlia enthusiasts in the San Francisco region by storm. One of the very finest since Little Jewel opened up the miniature field. Unexcelled keeper, long stems. Very prolific bloomer—blooms perfect form even late in the season. Decorative type\$1.50
- MRS. MILLER GRIFFITHS** (*Logan-Salbach* 1936). A brilliant glowing orange red, the brightest orange among miniatures. Decorative type. So free flowering that the bushes are almost a solid mass of bloom. Described as "one of the most admired in my garden" by a Texas customer of ours.....75c

TROJAN. Rich burnt orange semi-cactus type. Very striking and unusual. One of the showiest. 3 1/2 inch.....\$2.50

WATERMELON (*Salbach* 1937). A splendid long-stemmed miniature of beautiful, clear watermelon red color. Perfect decorative type. The bushes are simply covered with the beautiful blooms, held high above the foliage, making it an unexcelled variety for landscaping. Fine keeper\$2.00

MINIATURE DAHLIA COLLECTION

Aberdeen	}	\$5.00
Gail Taylor		
Mah Baby		
Miss Vivian		
Watermelon		

POMPON DAHLIAS

- ANNA VON SCHWERIN.** Light pink shading to white at center50c
- BANTAM.** Brownish red. Long stems35c
- BOSSY.** Light phlox lavender. Very fine35c
- DANDY.** A pure orange of fine form35c
- FATHER GALLANT.** A fine new pompon product from seed grown by Father Gallant of Skagway, Alaska. Color, old rose, with orange undertone, somewhat of the shade of Glow, but much brighter and never fades. Tall, vigorous plants, literally covered with blooms held high above the foliage on exceptionally long stems.....\$1.50
- EDITH MUELLER.** A suffusion of gold and orange red that blends to form a beautiful peach red35c
- GERTRUDE.** Our own origination. Glowing carmine with many blooms and long stems35c
- GIRLIE.** Beautiful pure rosy lilac35c
- GLOW.** Light old rose to coral. One of the favorites....35c
- GOLDILOCKS.** Bronzy gold35c
- JOE FETTE.** Pure white35c
- KATHLEEN.** Deep rose. Fine35c
- LITTLE BEESWING.** Cherry red with golden yellow at base of petals. Red predominating35c
- PEGGY ANNE.** Golden apricot, tipped red. Long stems, 35c
- TAKA'S PURPLE.** Bright phlox purple35c
- TAKA'S YELLOW.** Deepest yellow35c
- YELLOW GEM.** Creamy yellow. Free blooming35c

ANY TEN 35c POMPONS — \$3.00

SINGLE DAHLIAS

- MRS. JOYNSON HICKS.** Buff with carmine halo40c
- NARANJA.** Bright orange. Tall40c
- REDWING.** Collarette type. White, striped scarlet. A new Serpa origination40c

DAHLIA INTRODUCTIONS

Only One, But That the Very Best

"Best of any 1937 introduction we have seen", was our verdict after comparing Miss Alice Meusdorffer's great new dahlia, Sierra Sunrise, with the other new dahlias of Central California. Very definitely a clean "break", being a new and most desired color, deep rich bronzy orange, this remarkable dahlia can give you the same needle-point thrill as a brilliant sunrise in California's Sierra mountains.

Happily, we were able to secure a limited supply of Sierra Sunrise from its creator, so that we are able to be co-introducers of this most outstanding of new varieties. It is well named, for with its new color, deep rich bronzy orange, this remarkable dahlia can give you the same needle-point thrill as a brilliant sunrise in California's Sierra mountains.

We have no large dahlia of our own to introduce this year, but we have a truly outstanding orange cactus seedling, as yet un-named, which we plan to introduce next year. It is definitely most outstanding—an all-around variety that will be worth waiting for.

NEW DAHLIAS

Proven Champions Only

We say, "If we list it, it's good". And when we say "good", we mean "good", in its best form—something really outstanding, the best there is, or a variety that cannot be duplicated. To you who are interested in new dahlias, our policy of trying all the highly touted new things, then listing only the most outstanding of these is worth real money to you.

This past season, for instance, we spent many hundreds of dollars buying the most highly recommended new dahlias. Some we are holding for observation, some, undoubtedly over-rated, and others of sectional value but poor doers here — we discarded. A few proved most outstanding, living fully up to their advance notices. These are the truly worth while new varieties, the "buys" of the dahlia world — available to you for only a few dollars, sifted out a group that cost hundreds. In other words, we act as a testing laboratory because we sift out the questionable varieties, then list the best or "biggest value" varieties.

Each new dahlia that we list, then, is one of the very best. A few, however, stand out even in the company of the other champions we list. These include: MISS GLORY, a 1936 semi-cactus yellow which "has everything"; CALIFORNIA IDOL and AMERICA'S SWEETHEART, two more top-notch yellows; ANGELO ROSSI, orange yellow shading to grenadine; GOLDEN STANDARD and GOLDEN AGE, two near-yellow semi-cactus; BETTY COLTER and NOCTURNO, both unadvertised, but real champions; CAVALCADE, a prolific blooming old rose; FRANK SERPA, an outstanding orchid pink which we introduced; LAVENDER LASS (formerly Lavender Lady), our own introduction which brought the following report: "Lavender Lady (Lass) stood the hot weather best of any variety, despite its delicate appearance"; ALEX CRAIG, a splendid cactus; and FOREST FIRE, a striking scarlet and yellow bicolor. In addition, DIRECTEUR PLUM-ENCOCQ undoubtedly merits a position among the "very, very best", although we have yet to see a growing plant.

Other new dahlias of first rank, and exceptional in every way are the following: Bobbe Dean, California's Peach, Dr. Aurelia Reinhardt, Grace Houston, Jerome Kern, Kathleen Osborne, Kaweah, Lord of Autumn, Milton J. Cross, Mrs. Geo. Le Boutillier, Murphy's Masterpiece, Queen City, Sanhican's Cameo, Satan, Snow Queen, The Fireman, Thomas Edison, and Tower's Empire. Practically every variety on this list is an Honor Roll Dahlia, and many are Achievement Medal winners — but the fact that we include them in our list is still greater proof of their worth, for we list none but those that have proven themselves to be real champions.



THREE CHAMPIONS

Top — Anna Benedict

Middle — Cavalcade

Bottom — Frank Serpa

Instructions

FOR RAISING THE FINEST DAHLIAS—Complete year around directions for care of dahlias given in "THE NEWSOM DAHLIA MANUAL." Sixty-three pages of practical instructions and illustrations on preparing, planting, fertilizing, and storing of dahlias. Postpaid for 50c each.

GENERAL LIST OF DAHLIAS

Prices quoted are for single roots.

We do not sell green plants save for the exceptions noted.

Any three 40c dahlias for \$1.00.

In the general description, each variety is classified according to type; C. representing cactus, I. D. informal decorative, F. D. for formal decorative, S. C. equals semi-cactus, and ball (or show) dahlias indicated by B.

Cactus dahlias are the thin petalled dahlias of chrysanthemum form. Example — Sweet Briar.

Semi-cactus are similar to the cactus, but with much fuller, broader petals. Example — Miss Glory.

Formal Decoratives are the large type dahlias, fully double, having broad, but very regularly placed petals. Examples — Mrs. Carl Salbach, Jersey's Beauty.

Informal Decoratives are the large type dahlias, fully double, with petals generally long, twisted, and pointed. Irregularly arranged. Example — Jane Cowl.

Pompon, single, and miniature type dahlias are described elsewhere — see small type dahlias, page 17.

AIR MAIL (Kanouse-Salbach). I. D. One of the very finest for cutting—either commercially or for home decoration. A "Best Keeper", with the blossoms on stems so long and sturdy that only a minium of disbudding is necessary for the largest flowers. Blooms nine or ten inches in diameter without forcing. Awarded Certificate of Merit, Storrs, Conn. Won three firsts at Tacoma Dahlia Show and four blue ribbons at Puyallup Fair, including best basket of dahlias at both shows, 1933. Color — lavender.60c

ALEX CRAIG. C. A fine new Canadian dahlia, very beautiful, and one of the best all-around cactus grown. Good stems, prolific bloomer, large size. Color light pink with creamy center. One of the best\$1.50

ALICE WHITTIER. S. C. An immense primrose yellow. Splendid. Comparable to the newest, high-priced varieties40c

AL KORAN. I. D. Amber yellow. Flowers large and full. Fine for cutting....40c

AMBASSADOR. S. C. Soft amber pink and salmon with yellow center. Flowers large, stems good and an excellent keeper. Floriferous50c

AMERICA'S SWEETHEART. I. D. A very fine big yellow. An outstanding dahlia in every way, unquestionably one of the best yellows grown. Grows as well in California as in the East. Winner of many prizes\$5.00

ANGELO ROSSI. Winner of many American awards in 1934. Winner of Certificate of Merit and First Class Certificate at both Haarlem and Amsterdam, Holland, 1936. Also winner of cup as best new "foreign" dahlia in Holland, 1936. Glowing soft orange yellow, with just a shading toward grenadine. Large flowers. A "Best Keeper".

The color is most beautiful, and it is a fine all-around flower. Very large blooms, and long strong stems. We consider it to be Mr. Redfern's finest introduction—a variety that every dahlia lover should grow.....\$5.00

AMERICAN TRIUMPH. A beautiful cactus with good straight stems. Color red, bordering on crimson. Fine in any bouquet and one of "Best Keepers." Profuse bloomer50c

AMUN RA. F. D. Great rich coppery bronze blossoms and big dark leaves. Large. Always attracts attention....40c

ANNA BENEDICT. Easily the best dark red, and certainly one of the finest all-around dahlias ever produced. One of the very best keepers, does not fade, grows to good size on fine long stems, and its color is strikingly rich. In addition, it starts blooming early, but continues to give a good number of normal sized blooms till the very end of the season. This item was written in November with Anna Benedict being the only dahlia left to give us a good supply of normal blooms. \$2.50

BEAUTY SUPREME. F. D. A sport from Jersey's Beauty with identical habit. Color deep rose pink. One of the "Best Keepers". Very fine....50c

BETTY COLTER. F. D. A real champion, one of the very best, capable of competing with the finest new varieties, but somehow overlooked in Honor Rolls. When we first saw this unheralded dahlia we felt sure that it must have been one of the newer, higher priced varieties, for it is one of the best dahlias we have seen in a long time. Good habit, a good keeper, large blooms. Color unusual, being deep coppery red, more on the copper tone than the red. Very large blooms—fine stems....\$1.00

BIG BEN. A very large, bright red ball dahlia. A "Best Keeper".....40c

A Novelty in Dahlias

Dahlia enthusiasts looking for something unusual should try a packet of our dwarf dahlia seed (see seed section). Of duplex form, 1½ feet tall, and in brilliant colors, they are most outstanding.

BLACK DIAMOND. Another fine ball dahlia. Deepest maroon, almost black. A "Best Keeper"40c

BOBBE DEAN. F. D. Another of the Jersey's Beauty type, somewhat resembling Kentucky, but richer in color. Bound to supplant the latter when stock is available. Color, salmon orange. Fine stems\$5.00

CALIFORNIA IDOL. F. D. One of the very finest yellows. Large size, having won first as the largest dahlia in the 1936 California Dahlia Society Show. Good long strong stems, and most outstanding in every way. An ideal grower everywhere in the United States, and in great demand.

The best all-around, all-climate yellow decorative we know of. Largest and best flower at both Mid-West and Indianapolis shows, also best 1935 introduction at the latter; best basket of 25 blooms at the National Show, Detroit; most meritorious entry, best yellow, and best bloom grown by an amateur at Chicago.\$5.00

CALIFORNIA PEACH. S. C. A very large coral pink introduced by Mr. Balay last year. Huge blooms of "Satan" form with even better stems. Stock exceedingly scarce.....\$10.00

CAVALCADE. One of the very best. Color pure old rose, and bushes just covered with blooms, making it a real standout for landscape purposes. An excellent keeper with general habit and form of Jersey's Beauty but blooms larger. Decidedly worth while....\$2.00

CLARA CLEMENS. The most striking of the formal ball type dahlias. Blooms of deep crimson, tipped white. A "Best Keeper"60c

CONQUISTADOR. S. C. Soft creamy yellow illuminated by a glowing pink at the base of the petals. Large and well proportioned. Can be cut with three-foot stems. Very free bloomer. Similar to, but lighter than Ambassador60c



CALIFORNIA PEACH

DIRECTEUR PLUMECOCQ. I. D. Considered the biggest dahlia grown, being of tremendous size, and almost as deep as it is wide. A real sensation. Color gold with a touch of deep brown red. Awarded 98 points at the French Trial Gardens where the rules are the same as in this country. The immense blooms are held perfectly erect on long rigid stems. Tubers not being available, we break our rule and list Green Plants. Ready for shipment in May. Stock limited.

Per Green Plant, \$7.50

DR. AURELIA REINHARDT. (*Dirks-Salbach* 1935). D. A most outstanding dahlia named in honor of one of the West's most renowned educators, the president of Mills College, Oakland California. Raised by W. N. Dirks from a packet of Salbach selected seed and introduced exclusively by ourselves.

Dr. Reinhardt herself says of this splendid new dahlia: "So rare in color and so beautiful and large that it will be grown in many gardens, I do believe."

The blooms, which are pure rose color (*Ridgway*) are on long cane-like stems which carry the flowers well above the foliage, and the "Mrs. Carl Salbach-Air Mail" type growth assures the finest cut-flowers with little or no disbudding. "Best Keeper."

Considering the color, stem, growth and remarkable keeping qualities, we regard Dr. Aurelia Reinhardt as one of the finest general cut-flowers ever produced. \$2.50

DR. TEVIS. F. D. Soft salmon rose, suffused with old gold, with golden apricot at center. Blooms in profusion on long, stout stems. 40c

EAGLE ROCK FANTASY. One of the very largest dahlias grown. Mallow pink, shading to silver. \$1.50

EARLE WILLIAMS. F. D. A splendid bi-color with fine substance and strong, straight stems. Crimson centers blend into a creamy white, making a striking contrast. 60c

ELLINOR VANDEVEER. Blooms large, of great depth and substance and held high on exceptionally long, stiff stems. One of the "Best Keepers." Rose pink. 40c

FLAMING METEOR. I. D. Flaming orange-scarlet deepening to burnt orange at center. Flower large and deep, with splendid form. One of "Best Keepers" 75c

FOREST FIRE. I. D. A truly sensational dahlia, that is perhaps the very best variety of all for landscaping. The bushes are low, but covered with the large and brilliant blooms of scarlet, suffused yellow. Probably the most conspicuous of all varieties in our show garden this year. A real buy, while stock lasts, at the new price of \$2.50

FRANK SERPA (*Serpa-Salbach* 1935). F. D. This remarkable dahlia, raised by an Oakland, Calif., amateur, has been the sensation of the show table in the San Francisco Bay region. An Achievement Medal winner and winner of many additional prizes in 1934 and three "best flower in the show" awards in 1935.

General effect light amaranth pink, produced by petal tips of mallow pink that grow lighter toward the base of the petals, paling to a delicate orchid pink. This two-toned effect gives the flower a beautiful, clear, crisp appearance that makes it a real aristocrat. Holds its color well under artificial light. The blooms are very large, held high above the foliage on long straight stems. Truly a magnificent dahlia. Each \$3.50

FRANCESCA. F. D. Deep tourmaline pink, lit by bright yellow suffusion at the base of petals. Fine stiff stems. One of the "Best Keepers" 50c

GALAXY. Most unusual of all the cactus dahlias, this fine new variety has every attribute that is necessary to rank it as one of the most outstanding dahlias of all. The color, golden buff, speckled crimson, is most striking, and the habit and growth excellent. It is a free bloomer, and the flowers are very large, held on long cane-like stems. Also a "Best Keeper" \$2.00

GERTRUDE EDERLE. I. D. Soft primrose yellow. A profuse bloomer and one of the "Best Keepers". We recommend this variety as one of the very best yellow dahlias for cut-flower purposes. Fine stems \$1.00

GOLDEN AGE. S. C. A beautiful flower of rich golden bronze. A bloom of this variety grown by an amateur was our own personal choice as easily the most beautiful bloom on display at the California Dahlia Society Show this season. Not as gigantic as some, but its size is unusual considering that it is almost cactus in form, and those who do demand size of all their dahlias will find this one exceedingly hard to beat. A "Best Keeper". Large blooms on fine stems \$3.00

GOLD MEDAL (Red Selection). A variation from the old Gold Medal, being redder — therefore very striking. Like the other show dahlias, it is of moderate size. Color, gold, tipped scarlet — very hard to beat as a cut flower. 50c

GOLDEN STANDARD. A splendid new introduction. Semi-cactus of fine form and good size. Buff, shading to amber, being similar to Golden Age, but lighter in color. Bushes are literally covered with fine large blooms, held high above the foliage on long, straight stems. We regard this fine variety as one of the finest recent American introductions—a garden and cut-flower variety that is hard to beat. A "Best Keeper" \$2.50

GRACE HOUSTON (*Houston-Salbach*). I. D. A large decorative of pure rose pink color, fluffy and graceful. Stems long and wiry. Awarded first prize as the best pink decorative in Tri-State Show at Smyth County Fair, Virginia. Most attractive. This fine dahlia was grown by Mrs. Houston from Salbach Seed. We rank this one as capable of competing with even the new prize winners—a better buy than many a \$10.00 dahlia \$2.00

... Finest Dahlias

GLADYS CHAMPION. P. A very large peony dahlia of apricot yellow, jasper red on reverse of petals. A profuse bloomer which thrives in warm climates40c

INKYO. A deepest maroon — almost black—semi-cactus. Should be in every garden, as it is not only full of blooms, but is unexcelled as a cut flower. In our tests for the "Best Keeper", Inkyo outlasted all the rest. Has been known to keep nearly a week. Fine stems. 50c

IVORY. F. D. A large exquisitely beautiful broad-petaled ivory white of perfect form. The flower is full and deep, does not burn and keeps indefinitely. Fine stem\$1.00

JEAN CHAZOT. C. Golden amber. Good bloomer, fine cut flower. A "Best Keeper"60c

JANE COWL. I. D. One of the few graceful giants. It is an immense, glistening, bronzy buff and old gold, with just enough twist to the broad petals to make it beautiful. Free blooming and excellent for cutting and show purposes. Fine stems. First prize as best dahlia in California Flower Festival, 1931. One of the "Best Keepers"40c

JEROME KERN. Pale pinkish buff, faintly suffused gold, this new Eastern dahlia is most attractive. Splendid in the East for all purposes as the centers come closed. Even better for general cutting in this part of California as the orange pollen center, surrounded by a twisted and curled ring of center petals gives a more graceful effect than that of the more formal types. Produces a profusion of blooms and is a "Best Keeper." Good stems. Each\$1.50

JERSEY'S BEACON. A very spectacular bright scarlet with buff reflex. Large, good stems, and a "Best Keeper"40c

JERSEY'S BEAUTY. F. D. This salmon pink dahlia is one of the best cut flowers grown; probably the most popular of all dahlias. One of the "Best Keepers"40c

KATHLEEN NORRIS. I. D. A huge and beautiful light pink. Has won countless prizes in flower shows. Fine stems75c

KATHLEEN OSBOURNE. C. An exceptionally fine new variety, reddish orange with yellow at the base of the petals. Good stems. Large size and a "Best Keeper." Stock limited. \$1.50

KAWEAH. F. D. This tremendously large dahlia, which won first at the California Flower Festival (largest flower show in the West) in 1931 and again in 1932 is one of the big ones that again in 1932. Also won as best flower in 1932. Best dahlia exhibited Century of Progress, 1933. Blooms held high on very rigid stems. Color vivid, rich velvety rose\$1.50



MILTON J. CROSS

KENTUCKY. F. D. A sport of Jersey's Beauty, retaining the same shape and keeping qualities. Light salmon orange, shading to grenadine pink. One of the "Best Keepers"50c

LAVENDER LASS (Salbach 1936). F. D. Previously called "Lavender Lady." A beautiful formal decorative of very large size, elegance of form and coloring, with good growing habits. Won first as best two-year-old seedling at the California Flower Festival, 1934. Color clear delicate lavender, shading deeper at tips of petals. A good doer everywhere, as is evidenced by a note from one of our Texas customers, who states "Lavender Lady (Lass) is beautiful beyond description." A "Best Keeper"\$3.50

LORD OF AUTUMN. I. D. Deepest of all the yellows, and with tremendously large blooms, this variety has been a sensation throughout the East. A "Best Keeper" and fine for landscaping. Now available at\$2.00

"Cream of the Crop"

This year we have added approximately twenty new large dahlias to our list. These are without question, the "cream of the crop", for they were our choice from among nearly one hundred new varieties we tried, and from a large additional number of new varieties that we inspected in the gardens of other growers.

MRS. CARL SALBACH (Salbach). F. D. One of the most dependable of all dahlias. A sturdy, vigorous grower, full of blooms and a fine tuber maker. The flowers, which are uniformly symmetrical, are a beautiful orchid shade and are borne on long stout stems. The bushes are stately in the garden. One of the "Best Keepers"40c

MRS. GEORGE LE BOUTILLIER. Of the many highly rated new dahlias we grew this season, this was one of the most sensational. The blooms were simply tremendous, probably the largest we had, and the color was bright, yet rich, glowing velvety red. A real stand-out which brought "ohs and ahs" from practically everyone who saw it. Has countless blue ribbons to its credit, and unquestionably destined for many more\$2.50

MRS. ALFRED B. SEAL. I. D. A beautiful old rose decorative. The flowers are huge, of great depth and substance. Strong, tall bushes with excellent stems60c

MILTON J. CROSS. I. D. Easily the biggest prize winner in the East last season, winning five medals, including 3 American Home Achievement Medals. Large blooms, almost as deep as wide. Fine tall, long stems. Described as "apricot peach with a bright golden face," but for practical purposes, it should be considered as a pure yellow. Definitely the best of the many 1936 Eastern introductions that we grew this season. Worthy of breaking our "no green plant" rule.

Green Plants — Ready in May....\$5.00
Tubers\$10.00



SATAN

MISS GLORY. S. C. Mr. Ballay's sensational introduction of last year, which on its 1935 and 1936 performance ranks even better than California Peach. In fact, we feel inclined to rank it as a finer all-time dahlia than Mr. Ballay's sensational variety, Satan. Described as "soft-apricot yellow", but, like Milton J. Cross, it is for practical purposes, pure yellow. Perfect semi-cactus in form and massive in size. A free and early bloomer with perfect stems—in fact has every qualification necessary to place it as the finest yellow dahlia grown. Has been highly rated on various honor rolls, and is, in our opinion, the best new dahlia introduced in years. We list green plants of this one, too, for those who find the tuber price too high.

Green Plants — Ready in May....\$4.00
Tubers\$7.50

NOTE ABOUT GREEN PLANTS

It is possible to make a number of plants from a single tuber, but only the first few are likely to give strong, healthy bushes. Producing these first few plants involves quite an expenditure in labor and green house space. Growing a large number of plants costs little more, and would make it economically sound for us to grow and sell green plants at a good reduction from the tuber price, but would mean a serious sacrifice in quality. Therefore, we do not generally grow green plants. In a very few cases, however, where the saving is quite an item in dollars, the same labor cost becomes smaller in comparison to the catalog price of the plants. The margin is then sufficient for us to make a limited number of plants, each of which will be of first quality, as fine a green plant as can be grown.

QUEEN CITY. F. D. A fine variety in a new color shade—peach or grenadine pink. Splendid cut-flower variety, being another of the Jersey's Beauty type. Reported as a splendid doer where weather is hot.....\$7.50

MURPHY'S MASTERPIECE. F. D. Another exceptionally good rich red. Large blooms—fine stems. A consistent winner in the shows.....\$2.50

NEW PINK DELICE. F. D. Pure La France pink, splendid for cutting. Fine stems, and a "Best Keeper".....40c

NOCTURNO. C. A very fine dark rich red cactus. One of the best of its color. Good size, fine stems. New. Imported from Europe. One of the very best of the many new dahlias we tried this season.\$2.00

ORIENTAL BEAUTY. One of the most beautiful semi-cactus dahlias grown. Pure deep rose pink, very bright and clear. Fine habit.60c

ROLLO BOY. C. An immense flower of beautiful form and long straight stems. Delicate amber yellow.....50c

SAGAMORE. F. D. Amber gold, shaded salmon rose and orange buff. Strong grower, and a "Best Keeper".....40c

SALBACH'S WHITE (*Salbach*). F. D. A most beautiful large ivory white dahlia of perfect form. Full, deep and of wonderful substance. A profuse bloomer. The peer of all white dahlias. Does not burn. One of the "Best Keepers"50c

SATAN. S. C. This splendid dahlia is, we think, one of the most striking dahlias in commerce today. Its horn-shaped petals give it a form that is entirely distinct and unusually graceful. Satan is of huge size and its color is a brilliant carmine. A Roll of Honor Dahlia and first as best flower in both San Francisco dahlia shows, 1932. A "Best Keeper"\$1.00

SIERRA SUNRISE (*Salbach-Meussdorffer* 1937). F. D. In our opinion, this variety is the finest of all the Meussdorffer dahlias; also the best new introduction we have seen this season. It was so outstanding that we made special arrangements to be allowed to help introduce Sierra Sunrise.

The color, which is deep autumn-orange, or bronzy orange, is a new shade in dahlias, and certainly a welcome one. Its color is far richer than that of any other orange dahlia grown. Growth is excellent, stems long and strong, it is a good keeper, and the blooms are large. It is a variety that is well worthy of our full praise.

Sierra Sunrise was originally billed for introduction last season, but was withdrawn from the market with no tubers having been released. Stock, however, is still most limited, and we feel almost certain that Sierra Sunrise will be sold out before the season is over. As with those three other most outstanding dahlias, Milton J. Cross, Miss Glory, and Directeur Plumencoq, we break our "no green plant" rule for the benefit of those who find the tuber price out of line with their garden budget.

Green Plants — Ready in May....\$7.50
Tubers—Ready Feb. 1st\$15.00

SANHICAN'S CAMEO. F. D. Immense flowers in a new color—coral rose with glistening golden sheen—this outstanding new dahlia qualifies as one of the best for both show and cutting uses. First as largest dahlia at the California Flower Festival, 1934, we believe that this huge variety can consistently compete with even the giant Kaweah for size. A "Best Keeper", fine stems, good habits and destined for a long period of popularity.....\$1.50

SNOW QUEEN. A pure white ball dahlia that is of unusually great value for florists or ordinary cut-flower uses. Blooms of good size—fine stems. A "Best Keeper" that is the best all-around dahlia of its type\$1.00

SWEET BRIAR. C. A beautiful rose pink cactus. Very free flowering..75c

SYDNEY B. MITCHELL (*Salbach*) F. D. A very large flower of dark rose red, almost black in the center, shading through carmine to Tyrian rose at the end of the petals. Fine stems. Bushes covered with blooms. A very rich note in the garden or in any bouquet50c

... Finest Dahlias

THE FIREMAN. I. D. Another striking dahlia which has exceptional merit, and has every attribute of a champion except the accompanying ballyhoo. Apparently overlooked, but nevertheless a really fine dahlia. Showy cardinal red, faintly touched gold. Large blooms—fine stems. An Honor Roll and Achievement Medal winner....\$1.50

THOMAS EDISON. F. D. Rich royal purple, selected personally by Mr. Edison to bear his name. Large blooms—fine stems, and a very fine keeper....75c

TOMMY ATKINS. F. D. Large blooms of most brilliant scarlet, probably the brightest scarlet dahlia grown. Vigorous grower and prolific bloomer. Very long straight stems. One of the "Best Keepers"60c

TOWER'S EMPIRE. I. D. Immense pure yellow. A consistent prize winner, and very fine, ranking with California Idol, America's Sweetheart, as among the very best in yellows....\$3.50

TRENTONIAN. A wonderfully blended dahlia of gold, amber and coppery bronze. Good form and one of the "Best Keepers". Fine stems.....50c

UNCLE TOM. F. D. Deepest maroon, nearly black. Larger and better than Black Jack40c

YUKON. Bright rich red-violet, described in Ridgway as "Amaranth Purple." A most regal flower. Fine form, medium sized flowers and a "Best Keeper"50c.



CALIFORNIA IDOL

SPECIAL COLLECTIONS LARGE DAHLIAS

"C. C. C." — Cactus Champions Collection

Alex Craig — Pink, white center.
Galaxy — Buff, speckled red.
Golden Standard — Golden-buff.
Nocturno — Deep red, almost black.
Satan — Huge carmine.

\$9.00 value — for \$6.50

Blue Ribbon Decoratives Collection

America's Sweetheart — New lemon yellow.
Angelo Rossi — Orange yellow.
Anna Benedict — Fine dark red.
Bobbe Dean — Apricot.
Cavalcade — Old rose.
Frank Serpa — Orchid pink.
Lord of Autumn — Deep yellow.

\$25.00 value — for \$17.50

Both Collections (above) — \$22.50

Popular Favorites Collection

Air Mail — Lavender.
Earle Williams — Red, white bicolor.
Inkyo — Deepest red.
Jane Cowl — Huge yellow.
Kentucky — Apricot.
Salbach's White — White.

\$3.10 value — Special Price — \$2.50

DAHLIA SEED

No Greater Garden Value Anywhere Than Salbach Quality Dahlia Seeds

You can grow your own \$10.00 and \$20.00 dahlias, and easily, too. All that is necessary is a packet of Salbach dahlia seed, water, and ground to grow them in. Hundreds of our customers have already grown fine prize winning dahlias from our seed, and many have named and introduced dahlias grown from Salbach seed. Grace Houston and Dr. Aurelia Reinhardt, for instance, both listed in our catalog, were grown from seed purchased from us.

There are many reasons for the superiority of our dahlia seeds, but perhaps the most important is the fact that we always plan our dahlia plantings to produce the best possible seeds. Many of the finest parents, such as Angelo Rossi, Kaweah, and Satan do not seed well. The only way to get any number of seeds from such parents is to grow them next to varieties that are known to set seed easily. Bees, butterflies, and insects of all sorts will then carry the pollen from one to the other. In addition, Mr. Salbach himself gathers pollen from varieties such as mentioned, as well as other new kinds as Miss Glory, Anna Benedict, California Idol, Murphy's Masterpiece, Mrs. Geo. Le Boutilier, California Peach, Milton J. Cross, Frank Serpa, Forest Fire, Cavalcade, Lord of Autumn, Lavender Lass, and Conquistador, which he crosses to likely parents. As we do not sell seed from specified parents, some of these specially fine seeds will find their way into every packet, particularly the "Selected" grade.

The most apt demonstration of the excellence of Salbach dahlia seed is shown by the tenor of the thousands of unsolicited testimonials that we have received praising the quality of our dahlia seed. Typical are the following:

"Mr., the dahlia man from, Ohio, is trying his best to get us to sell him some of the bulbs." Another reports that he was awarded "first prize as most beautiful dahlia in the show" with a variety produced from our seed. Still another states that a dahlia from our seed "has been the sensation of the entire town."

"I want to tell you how wonderfully the dahlias turned out from the seed I got from you this year. . . . One has been the sensation of the entire town." Louisiana.

"I have ordered seeds from California growers, but I want to say that your seeds give the best germination, as well as beautiful dahlias." Tennessee.

"I got 100 of your selected seed. . . and they surely did have large flowers, 8 to 10 inches across."

"Last year I bought some dahlia seed from you and they were all good, but one was exceptionally good. . . Mrs. F..... entered it, and it won first prize for the most beautiful flower in the show." California.



An Outstanding Variety
Grown by a Purchaser of
Salbach Dahlia Seed

"From your 100 seed collection, I raised 89 beautiful dahlias, of which no two were alike." California.

"I not only won first, but second and third from seedlings of your seed." Virginia.

"It may be of interest to you to learn that Wm. McK..... won first on a basket of twelve decoratives over Kathleen Norris and Jane Cowl in the Ocean Co. Dahlia show last Saturday; these from Salbach seed." New Jersey.

"This is a picture of one of the dahlias I grew from your seeds this year. It was really one of the prettiest I ever saw, and the most perfect. Do wish you could have seen them. I cannot describe the color, but a most beautiful fall color. . . . I had 44 plants to live and bloom out of the 60 seed you sent me, and most of them were most beautiful. . . . One grand thing about them, there were no two alike out of the 44." Mississippi. — See picture above.

"I have a large red one I was offered any price for it. I sure could sell them all. I also have a big yellow one which measured 13 inches across." Maryland.

"Have fifty standard varieties and ten that I grew from your seeds two years ago; eight of the ten are just as pretty as any I have, and I have some mighty fine ones." Alabama.

"I am sending you a clipping taken from our local paper last fall. Among many others, a reporter heard of my lovely dahlias and came to see for herself. She raved over the beauty of the garden, the dahlias particularly. I didn't dream such gorgeous blooms could be grown from seed—as a result, our little town is decidedly "dahlia conscious" (Clipping enclosed) — South Carolina.

"I had the prettiest dahlias last year I've ever had. They were the talk of the town, and I had visitors from all the little towns around here come and admire them. . . . It was hard for me to convince them that they grew from seed." Oklahoma.

"One of them was the most beautiful I ever saw." Colorado.

"I am enclosing a photograph of a few of the better ones we raised last year. They were twenty plants in the lot which produced blossoms as good or better than the ones shown, and our Dahlia patch proved the show of the neighborhood." Virginia. — See picture, page 25.

Quality Dahlia Seed Carl Salbach



A Group of Dahlias Grown
from a Single Packet of
Salbach Dahlia Seed

We do not have a complete record of the prize-win-
nings of the varieties raised from our seed, but we do
know a few, which include the following major awards:

American Home Achievement Medal, Duluth, 1929.

Award Merit, American Dahlia Society Trial Gardens, 1932.

Award Merit, American Dahlia Society Trial Gardens, 1933.

Best seeding, Palace Hotel Show, 1929.

Best two-year-old seedling, California Flower Festival, 1930.

Best two-year-old seedling, California Flower Festival, 1934.

Besides giving you the finest dahlias obtainable,
plantings from our seed permit you to choose varieties
most adaptable to your climate. This is particularly
true for those who live where summers are too hot and
dry for most dahlias to grow well. Our long exper-

Ludicrous

"It is ludicrous to have you ask me to approach Steele
Briggs, etc., for references. Anyone in this continent who does
not know Mr. Salbach ought to be ashamed of himself." This
extract from a letter written us by a Canadian grower to
whom we had given business references tells the story of our
business reputation better than anything we can say.

We can, however, show you in full measure our right to
a reputation for quality by the fine stock that we will send on
any order you may choose to send us. Typical are the orders
which brought forth the following responses:

From Canada: "I thank you very much for your prompt
shipment and the good tubers you sent me", and from New
Orleans: "May I say that I have never dealt with any house
that executed my orders so satisfactorily", and again, this
time from Louisiana: "I purchased a number of gladiolus
bulbs from you this year and had wonderful results. My
glads were without doubt some of the finest grown here. . . .
I don't think an expert grower's could have been better."

ience in hybridizing enables us to select the hardiest
and most versatile parent stock, and each packet car-
ries a goodly percentage of seed qualified to thrive in
the interior valleys.

The joy of growing dahlias from seed lies largely in
the fact that they produce full sized bushes and maxi-
mum bloom the first year. Each seed that grows (and
most of them do) gives you a new plant, entirely dif-
ferent from the existing varieties — many being finer
than the dahlias already in commerce. The tubers,
however, come true to the original bush, enabling you
to build up a stock of the fine new varieties you grow.

Dahlia seed are easily germinated with or without
greenhouse treatment, and as they cost as little as one
cent per plant, afford the greatest possible bloom for
your investment.

SELECTED DAHLIA SEED (Large Flowering Type).
Especially gathered from the best flowers of the very finest
varieties we list—from parents which have proven their
tendency to pass on to their offspring size, vigor, keeping
quality, and fine colors. Produce the finest blooms in varied
types and colors. Bloom abundantly from seed the first year
planted.

50 seeds \$1.50 100 seeds \$2.50

CHOICE DAHLIA SEEDS (Large Flowering Type).
Picked from good seed parents— and sometimes produce new
varieties as outstanding as those coming from our Selected
Seed strain. A most inexpensive way to have a gay colorful
garden that is just full of blooms over an unusually long
period.

100 seeds \$1.00

Directions for Growing Dahlias from Seed Supplied
with Every Package.

POMPON DAHLIA SEED

Pompon dahlias are the small "button" dahlias. While
the seed of these do not give 100% pompons, it gives a
large percentage of attractive "button" dahlias. Besides
pompons, these seeds usually produce a number of
duplex (small flowers with two or three rows of petals)
dahlias, and often attractive miniature dahlias..

40 to 50 seedspkt. 50c

MINIATURE DAHLIA SEED. Our new list-
ings of miniatures now gives us a collection that
enables us to offer unusually fine seed—the finest
miniature seed obtainable. Will produce a var-
ied and most attractive assortment of small type
dahliaspkt. 50c

Re: Testimonials

We do not care to embarrass our customers by using their
names in connection with the testimonials we publish in our
catalog. However, we have each quotation in our files, and
will gladly give the names of the authors of each to anyone
requesting them.

SALBACH SELECTED SEED SPECIALTIES

Each year we make special trips to the seed farms to appraise and select the most outstanding strains and novelties being offered, and in addition, we test on our own grounds, seeds imported from England, Germany, Australia, and elsewhere. From all these, we select the finest and best that can be had. We limit our seed listings to the most outstanding strains and novelties, with the result that anything grown from our seed will produce striking blooms, better in every way than those of your neighbors who use ordinary strains.

Those who have grown and compared the strains we list, will assure you that the few extra cents necessary to purchase packets of our specialties will give you a hundred-fold return of value, and we have made it a point to keep one jump ahead of competition in our listings of outstanding new seed creations.

We call particular attention to the following remarkable strains:

AQUILEGIA, Waller-Franklin Strain. Described by Sydney B. Mitchell in "From a Sunset Garden" as the best American strain of columbine. Available in mixture, blue shades, and pink shades. The new English columbine, Crimson Star, is the most outstanding.

BROOM, Fancy Colored Hybrids. Gathered from Sydney B. Mitchell's own garden, having been originally imported from England. Taken largely from named varieties, including the striking variety, "Pomona", winner of the most outstanding award of the 1935 California Spring Flower Festival, the Novelty Placque. Now available in both tall and dwarf growing types.

DWARF BEDDING DAHLIAS, Salbach Re-Selections. One of the finest recent seed developments. We believe our strain to be the finest in existence. See inside front cover.

DELPHINIUM, Vetterle and Reinelt "Pacific" Strain. Winner of three consecutive Blue Ribbons at largest California exhibitions. The most striking advance in delphinium hybridizing in years. We wish to point out that the "Pacific" whites have been so greatly improved that they are considered the best white delphinium, having growth and spikes comparable to the blue. Note also, the new offerings of hand crossed seeds.

HELIANTHEMUM. Beautiful matty shrub. Seeds from Sydney B. Mitchell's garden. Mr. Mitchell's Helianthemum came originally from the two most outstanding Helianthemum growers known.

ICELAND POPPIES. To the outstanding Santa Maria Inn strain, and the delicate Gartref strain, we add a delightfully beautiful new variation, Iceland Poppy Apricot.

PANSY, Best-by-Test Strain. Splendid colors, huge blooms, easily the most admired among our test of ten of the world's most popular strains.

PETUNIAS. Richard Diener's single and double Ruffled Monsters in his own packets.

PHLOX GIGANTEA, Art Shades. Qualified as outstanding either for its size of bloom or its beautiful range of colors.

SNAPDRAGONS, Best-by-Test Varieties. Selected from tests of the five growers most active in rust-resistant snapdragons. Includes a full selection in the tall type, and three remarkable colors in the bedding type.

STOCK, New Super Giant Imperial Type. Improved branching. Roselight, Rose Charm, and the new "Lilac Blue."

ZINNIAS. The finest we know, including Bodger's Gold Medal Mixture of Dahlia-flowered varieties, the large, but artistic Crown O' Gold type, and the new and exquisite Pastel Shades mixture of the pompon or lilliput type.

OUTSTANDING NOVELTIES

These new seed creations are most outstanding, and deserve your particular attention.

ARMERIA GIANT PINK — Striking perennial, similar in growth to brodiaea, but much larger, and colored a beautiful shade of pink.

CALLIOPSIS, Dwarf Marmorata and Dwarf Garnet — Two very rich colored calliopsis, both very striking, and drought resistant.

COSMOS, Sensation Mixed — Giant blooms, four to six inches in diameter.

CORNFLOWER, Jubilee Gem — Dwarf growing. Winner, Award of Merit, 1937 All-America Selections.

DIANTHUS — Giant Bright Eye, and Giant Salmon — Both very fine and very large.

ESCHSCHOLTZIA DAZZLER — New poppy, most vivid of all.

GILIA FAIRY STARS — Striking. Tiny plants, ideal for naturalizing, for borders, or for small clump-like planting.

GODETIA, New Kelvedon Glory, New Deep Pink Bedder — Hard to beat for usefulness in regions where the weather is not too hot for best godetia growth.

MARIGOLD COLLARETTE CROWN OF GOLD — A new type of Marigold, winner of the Gold Medal as the outstanding seed novelty for 1937. Odorless foliage.

MARIGOLD GIGANTEA HYBRIDS — Sensational new giants producing flowers up to seven inches in diameter, in yellow, orange, lemon, and cream coloring.

MARIGOLD GOLDEN EAGLE. Softer color, bigger blooms than the sensational Guinea Gold. Most worth while.

MARIGOLD HARMONY. Very richly colored, and perfectly even in growth, we consider this one to be easily the "class" of the dwarf marigolds.

NASTURTIUMS. Our listing held down to only those we consider to be fully up to snuff. Most distinct is the first dark foliaged double, Scarlet Emperor.

NEMESIA, Aurora. Showy and very "different."

PETUNIA, Rose Pink and White. Our choice as the finest double. Like balls of pink and white lace.

PHLOX, Dwarf Sunrise. Fine new dwarf pink. Exceptional.

SCHIZANTHUS, New Rock Garden Hybrids.

SNAPDRAGONS — Three striking colors in dwarf varieties, and a full range of the tall type. Now up to the standard of the non-resistant types. Most sensational variety, in our opinion is Christmas Candle, flame color with cream tube.

VERBENA, Floradale Beauty and Crimson Glow. A beautiful giant, and a fine growing variety in a new color.

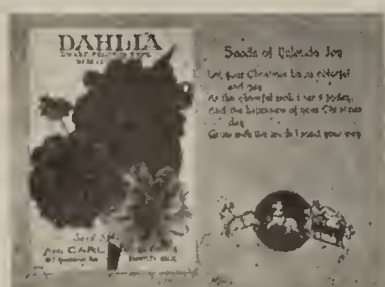
"GREETING-GIFT" CARDS

Priced as Low as Ordinary Xmas Cards

Novel in appeal, and a remembrance that will live and blossom with time, our "Greeting-Gift" cards afford a smart, but inexpensive way to remember your friends. The seeds, in colorful packets, will be mounted on Xmas cards, as shown, with the following verse:

Let your Christmas be as colorful and gay
As the cheerful wish I send today
And the happiness of your Christmas day
Grow with the seeds I send your way.

Any seed packet selling for 15c or over mounted on Xmas card at catalog price of seeds. Sent to you postpaid if order totals \$1.00 or over. Add 10c for postage and packing where Greeting-Gift card orders are for less than \$1.00.



Aquilegia — Blue or Mixed — 25c
Coreopsis New Gold — 25c
Dwarf Dahlias — Special Mixture — 50c
Delphinium — Any 50c pkt — 50c
Eschscholtzia (Calif. Poppy) — Mixed — 15c
Iceland Poppy — Mixed — 25c
Marigold Crown of Gold — 25c
Marigold Gigantea Hybrids — 25c
Marigold Harmony — 25c
Pansy — Best By Test — 50c
Phlox Gigantea — 25c
Snapdragon — Mixed — 15c
Zinnia — Dahlia Flowered Mixture — 25c
Zinnia — Crown 'O Gold Mixture — 25c

GENERAL LIST OF SEED SPECIALTIES

Fertilizer will help, and so will regular cultivation — but dollar on dollar spent for plant food, and hour on hour of garden work will not produce prize winners if the plants come from inferior seed strains. That is why we have purchased seeds that actually cost us from two to ten times as much as the ordinary strains.

NOTE: Seeds are of annuals unless marked otherwise: "P"—Perennials.

ANAGALLIS (*Pimpernel*). Generally available in blue and terra-cotta (scarlet), but actually most outstanding in the striking mixture which we list—a blend rich in smoky tones, including lavenders, blues, deep salmons, and many other shades—giving a planting as rich as the tones of an oriental rug. Most worth while.....pkt. 15c; oz. 60c

AQUILEGIA (*Columbine*). P. Waller-Franklin strain. Simply immense blooms with extra long spurs. A magnificent strain, described by Sydney B. Mitchell in "From a Sunset Garden" as the finest American strain, equal to that of any foreign firm. We have received more than one report from customers to the effect that this strain has produced sensationally large and beautiful flowers that have attracted garden lovers from miles away.

Blue Shades Superb. (*Waller-Franklin*). Long spurred. Beautiful clear blues.pkt. 25c; 1/16 oz. 75c

Pink Shades Superb. (*Waller-Franklin*). Long spurred. In variations of pink pkt. 25c; 1/16 oz. 75c

Waller-Franklin Hybrids. Long spurred, mixed—in orange, scarlet, yellow, pink, rose and white shades. pkt. 25c; 1/16 oz. 75c

Crimson Star. Long spurred. A large and brilliant variety with long crimson spurs and white corolla. pkt. 25c; 1/16 oz. 90c

Group collection. One packet each, Blue Shades Superb, Pink Shades Superb and Crimson Star.....60c

ARCTOTIS HYBRIDS. This striking flower greatly resembles the popular Transvaal Daisy in form of bloom, but is hardy, and comes in a wider range of colors. Striking in the garden and easy to grow. Orange, red, yellow, copper shades and carmine in mixture only pkt. 25c; 1/16 oz. 75c

ARMERIA—Giant Pink. P. Color identical with the pink shown in columbine picture, on the back cover. Gathered from Sydney B. Mitchell garden, supply limited. Growth and blooms like giant brodiaea, but pink.....pkt. 50c

BABY BLUE EYES (*Nemophila Insignis*). This delightful native of California ranks with the poppy as the finest of wild-flowers suitable for domestic use. Bright little blue flowers with white center. Attractive foilage, easily grown, and ideal for naturalizing, plotting, or window boxes. pkt. 10c; 1/2 oz. 25c

BROOM (*Cytisus*). P. For Westerners who wish colorful and unusual shrubs, we have secured a limited supply of hybrid broom seeds. Can be grown outside of the Pacific Coast in regions where the winter is not too severe. Full

color assortment, varigated, in brilliant shades of red, pink, gold, apricot, brown, rose, orange and other colors. The shrubs are literally covered with myriads of the bright little pea-shaped flowers, which are in bloom for a long period of the year. Drought resistant. Gathered from Sydney B. Mitchell's own garden. We consider it most significant that "Pomona", one of the brooms from which our seed is gathered, was given the 1936 California Spring Garden show award as the finest new horticultural creation shown. Stock limitedpkt. 50c

BROOM, Dwarf (*Cytisus*). P. As above, in full new color range but selected from plants, 1½ to 2½ feet high. 80% at least, will be dwarf.....pkt. 60c

CALENDULA (*Pot Marigold*). Easily grown, many blooms, re-seeds itself.

Orange Shaggy. An artistic, new, large, orange calendula that is a new "break". Petals deeply fringed and lacinated, giving the flower a most informal air. As outstanding and useful as "Sunshine", but in a different color. pkt. 15c; ¼ oz. 40c; ½ oz. 75c

Sunshine (*Chrysanthus*). A new departure that you would hardly recognize as a calendula. Awarded seedmen's "All-American" as the finest seed novelty for the season of 1934. The petals are long and twisted inward in such a manner that the blooms resemble chrysanthemums. Color is light golden yellow, free flowering, and excellent for cutting. Flowers throughout the year if blooms kept cut.....pkt. 15c; oz. 40c

CALLIOPSIS, Dwarf. We have listed the two richest colors, each of which is as valuable as many of the latest novelties of all sorts. Not comparable to the tall type, as the compact bushes are solid masses of color. Ideal for small bouquets. Drought resistant.

Garnet. Twelve inches tall, colored deep rich mahogany or garnet red. Growth even, ideal for borders or for bedding. Blooms medium size (1¼ in. diameter). A new variety from England—one of the most richly colored annuals we know of. pkt. 25c; ¼ oz. 75c

Marmorata. Maroon and yellow, marbled, very showy. Miniature blooms. Nine to twelve inches tall. pkt. 15c; ¼ oz. 40c; ½ oz. 75c

COREOPSIS, Double New Gold. P. Blooms as large, and colored as bright as the single varieties, but better and more brilliant, thanks to the doubling of petals.....pkt. 25c; 1/16 oz. 50c

COSMOS, Orange Flare. The new early blooming orange which was awarded the Grand Championship in the 1935 All-American Trials. Flowers in less than four months from seed. Vivid orange.....pkt. 15c; ¼ oz. 50c; oz. \$1.50

COSMOS, Sensation Mixed. A simply huge early blooming cosmos. Second in the 1936 All-American Trials. Blooms range from four to six inches in diameter when disbudded. White and shades of pinkish lavender, mixed. pkt. 25c; 1/8 oz. 50c

CORNFLOWER, Dwarf Jubilee Gem. (*Bachelor Button*). The introduction of this fine novelty now permits the use of the deep blue cornflower in rock gardens, and many other new uses. Literally full of blooms and only twelve inches tall. Imported from England last season, and given an Award of Merit, 1937 All-American selections. pkt. 25c; ½ oz. 60c; oz. \$1.00

DAHLIAS, Dwarf Bedding type, Salbach re-selections (Sometimes called "Unwin Dwarf Dahlias"). Shown in natural color, inside front cover page. One of the most outstanding of all recent seed offerings, being ideal for bedding, fine for cutting, and having a long blooming period. Unusually effective in the garden, as is evidenced by the universally favorable comment among many visitors who have seen the splendid display made by these bedding dahlias in our own experimental gardens. Recommended by Sydney B. Mitchell, considered the West's leading garden authority, as one of the finest new things he has ever tried in his garden.

From Illinois, too, comes strong commendation, for a garden lover writes: "I have never had as much pleasure out of any fall flower and they seem fitted for this climate. . . . Those dahlias are like bouquets. I just love them."

Dahlias hybridizing has always been one of our strong points, and Mr. Salbach has given this remarkable strain of dwarf dahlias the same personal attention that has gained him a ranking as one of the world's foremost hybridizers of dahlias, gladiolus, and iris. We believe that our strain of dwarf bedding dahlias is the finest in existence.

Single and semi-double flowers on plants twelve to twenty inches high. Good keepers, invaluable in small bouquets, and striking in the garden. Require little space and the best plants can be saved and increased from tubers for future seasons. Germinates easily. Blooms the first year from seed. Fifty (or more) seeds to packet.

Choice Selection, every seed from a fine plant. In mixture of autumn shades, peach, red, tan, scarlet, yellow, cream, rose, apricot and orange. pkt. 25c; 1/8 oz. 75c

Special XXXX Mixture. In the same colors as the Choice Selection, but gathered from our very finest, most floriferous plants. None better, pkt. 50c

DAHLIA SEED. Dahlias, grown from seed, make ideal "perennial annuals," as they bloom from seed the first year and reproduce themselves from bulbs thereafter. SALBACH Large Flowering, Miniature, and Pompon seed listed, pages 24 and 25.

DELPHINIUM (*Vetterle and Reinelt "Pacific" Strain*). P. Each time we see Frank Reinelt's handiwork and compare it to the products of other delphinium experts, we feel like pausing to "take our hat off" to Mr. Reinelt, who is rapidly earning a place as one of the world's most remarkable flower hybridists.

Two years ago, we had the pleasure of being the exclusive introducer of this sensational strain, and can report that our sales have increased tremendously since it has been possible to compare the spikes with those of other hybridists. Typical of the results obtained is the following unsolicited quotation, "I am sending you a spike of delphinium which I thought was extra good. It's from your 50c packet of seed. I've had different people tell me that they have never seen a delphinium so large, and the plant is only one year old. I think your seed is wonderful."

The largest spikes from Pacific delphinium seed are well over four inches in diameter, yet they retain a graceful and balanced appearance, and are most attractive in color. The plants are tall, the spikes full-blooming, and the individual florets range up to 2 inches in diameter.

Three consecutive California Blue Ribbons have been awarded this strain—for it was the best exhibit of delphinium at the California State Fair and the California Flower Festival in 1934, and then at the California Spring Flower Show in 1935.

New Mid-Blue Shades. A new offering consisting of lighter blue shades than we have ever been able to offer previously.....pkt. 50c; 1/16 oz. \$1.50

Lavender Shades.
pkt. 50c; 1/16 oz. \$1.50

Pastel Shades. In beautiful shades of lavender pink. pkt. 50c; 1/16 oz. \$1.50

Violet-blue Shades. Deep blue and violet colors. pkt. 50c; 1/16 oz. \$1.50

White Mixture. Fine strong whites, obtained from inter-crossing with the sturdier blues. Now improved to the point where we can pronounce them as the very finest whites—an opinion shared by other delphinium and seed experts. Stock limitedpkt. 60c

Balanced Assortment. Including seeds from the pastel, blue, and lavender mixtures, listed above.
pkt. 50c; 1/16 oz. \$1.50

DELPHINIUM—Special Hand-Pollinated Seed. (*Vetterle and Reinelt Strain*). Gathered from the very choicest specimens, cross pollinated by Frank Reinelt.

Light Shades, Hand Pollinated, pkt. \$2

Med. Shades, Hand Pollinated, pkt. \$2

Dark Shades, Hand Pollinated, pkt. \$2

White, Hand Pollinated

Stock very limitedpkt. \$2.50

Balanced Mixture

Hand Pollinatedpkt. \$2

DIANTHUS, Giant Bright-eye (*Laciniatus Splendens*). A huge and showy, new "pink" which blooms freely from seed the first year. One of the most striking border plants imaginable. Blooms over two inches across, of brilliant carmine, with contrasting white eyepkt. 25c; 1/4 oz. 50c

DIANTHUS, Giant Salmon (*Salmon Queen*). A beautiful lacinated variety as large as Giant Bright-eye and attractively colored clear salmon.
pkt. 25c; 1/4 oz. 50c

ESCHSCHOLTZIA (*California Poppy*). We offer three striking named varieties and a mixture, all of which are most effective.

Carmine Queen. Semi-double. Bright, rich carmine. Most unusual. New.
pkt. 15c; 1/4 oz. 60c; oz. \$1.50

Dazzler. Deeper in color than Fire-flame—rich, glowing blood red. Silver foliage, a striking contrast. A British novelty which is the finest "California" poppy of all.
pkt. 25c; 1/8 oz. 50c; 1/2 oz. \$1.50

Fireflame. Bright orange-scarlet of the tidy "dwarf erect" type.
pkt. 15c; 1/4 oz. 60c; oz. \$1.50

Hybrida Mixture. Of dwarf erect varieties, containing new colors in Eschscholtzias, including soft pink, scarlet, chrome, copper, red, claret, and royal purple.
pkt. 15c; 1/4 oz. 60c; oz. \$1.50

GERANIUM ZONALE. Fancy Hybrids. P. Easily raised from seed, this fine strain will give some blooms the first year. Immense, large flower heads in pink, rose, scarlet, and other shades.
pkt. 25c

GILIA FAIRY STARS (*Jewel Flower*). An unusually beautiful little plant that is admirable for borders or rock gardens. Star-like blooms as small as wild violets and just as dainty. Colors run the full range of the autumn and pastel colors as rose, pink, orange, yellow, cerise and cream. Better, we believe, than either Virginia Stocks or Linaria Fairy Bouquet.pkt. 25c; 1/4 oz. 50c

GODETIA. A showy annual which grows ideally where the climate is cool. The three varieties we list are all strikingly better and decidedly different from the ordinary varieties.

Deep Pink Bedder. A variety with all the advantages of habit that characterized "Wild Rose", but a much more intense color, as indicated by its name. Dwarf growing, literally covered with blooms—ideal for border or solid mass plantings. 12 inches tall. New this seasonpkt. 25c

Kelvedon Glory. A new color in godetia, introduced by the same hybridists who released the striking Sybil Sherwood. Vigorous and practically covered with deep glowing salmon blossoms. Imported from England.
pkt. 25c

Sybil Sherwood. New in color and habit. Sybil Sherwood sets a new standard as a garden godetia. Miss Elizabeth Bodger, hybridist for Bodger



DELPHINIUM PLANTS. Strong young seedlings, field grown from V. and R. Pacific strain, in mixture of colors only. Stock limited. Six for \$1.75, Postpaid.

Selected Seeds

Seeds, Ltd., enthuses as follows: "To my mind, Sybil Sherwood has the finest color of any flower on the market, barring none." The color is softest salmon pink, edged white, while the candelabrum-branching spaces the flower most attractively—a complete break from the ordinary bunch blooming growth of the single-flowering godetias. Most graceful when cut and blooms keep unusually well.

pkt. 15c; 1/16 oz. 35c; 1/8 oz. 60c

Group Collection—One packet each.
All three godetias50c

ICELAND POPPIES (*Nudicaule*). You who are in the habit of visiting the beautiful Santa Maria Inn half-way between San Francisco and Los Angeles are no doubt familiar with the remarkable strains of these most effective cut-flowers developed by Frank J. McCoy, manager of the Inn. Mr. McCoy has built an international reputation for the Inn by filling it with exquisitely arranged bouquets of the most gorgeous flowers obtainable. Most of these blooms he grows himself, and Iceland poppies have been his particular hobby. He has scoured the world for seeds and has selected and re-selected until he has developed a strain that is unquestionably the finest in America and probably unexcelled anywhere.

Iceland poppies, like gladiolus, may be planted in succession. Bloom approximately three month from the time they are planted. They are most hardy for early blooms, as they stand frost even when other plants wither and blacken. Very floriferous with long stems, most excellent cut-flowers.

At their best sown either where they will flower or in boxes and transplanted when young.

Apricot. Probably the most beautiful colored individual variety of all Iceland Poppies — delicate apricot. Flowers of good size with long stems. Not a Frank J. McCoy re-selection, but nevertheless the most attractive new Iceland Poppy we know of. Stock limited.pkt. 35c; 1/32 oz. 60c

Coonara Pinks (*Frank J. McCoy re-selections*). A new strain of Iceland Poppies. Very fine. 95% pink.
pkt. 25c; 1/16 oz. 60c

Gartref Strain (*Frank J. McCoy re-selections*). A new variation of Iceland Poppies. Pastel and art shades, with darker picotee markings and pencilings.
pkt. 25c; 1/32 oz. 50c; 1/16 oz. 60c

Orange and Gold (*Frank J. McCoy re-selections*). Imported originally from Australia, and ranked by Mr. McCoy as one of the finest strains ever produced. Large flowers of orange and gold coloring, completely distinct from any other strain.
pkt. 25c; 1/16 oz. 60c

Santa Maria Inn Mixture (*Frank J. McCoy re-selections*). Re-selected from the finest strains obtainable anywhere—the best mixture you could possibly have. Orange, yellow, white, pink and other shades.
pkt. 25c; 1/16 oz. 60c

Group Collection. One packet each, Apricot, Coonara Pinks, Gartref Strain and Orange and Gold (four).....85c

HELIANTHEMUM (*Sun-rose*). P. A most delightful dwarf evergreen perennial, three to six inches tall. Spreading dense, matty growth. Covered with brightly colored flowers resembling miniature single roses, such as the Isobel. In yellow, bronze, red, pink, rose, apricot, orange and similar shades. Has attracted constant attention in our garden. Splendid for rock gardens.

We are fortunate enough to secure exclusive sale of the seed from Sydney B. Mitchell's own garden. His stock was obtained from John Nichols of Scotland, and W. M. Christy of England, who, between them, raised most of the named forms given awards at the R. H. S. trial gardens at Wisley, England. In mixed colors.....pkt. 35c

LARKSPUR, New Column or Giant Imperial Type. The base branching habit of this type of larkspur gives showier plants, longer stems, and the characteristic upright growth establish this type as the finest of larkspurs. We have selected the four most distinct colors, and an unexcelled mixture:

Blue Spire. Dark rich blue.
pkt. 15c; 1/4 oz. 40c

Carmine King. Rosy Carmine
pkt. 15c; 1/4 oz. 40c

Miss California. Salmon pink.
pkt. 15c; 1/4 oz. 40c

White King. Pure white. New this season. Special mention, All-American selection for 1937. Fine habit.
pkt. 25c; 1/8 oz. 50c

Mixture. Including dark rose, blue, light rose pink, lilac, salmon, white, and other colors, mixed.
pkt. 15c; 1/4 oz. 35c; oz. \$1.00

LARKSPUR, Stock Flowered. We list two varieties of this type because their colors, exceptionally striking and distinct, are not available in the Giant Imperial Type.

Lilac King. An unusually rich lilac colored variety, so fine in color that we unquestionably choose it instead of the Giant Imperial variety Lilac Queen.
pkt. 25c; 1/8 oz. 50c

Rosamond. A pure rose pink self. Most unusual, easily the most beautiful pink Larkspur grown.
pkt. 15c; 1/4 oz. 50c

LARKSPUR, Group Collection. One packet each, all six varieties listed above (omitting the mixture).....85c

Special Commendation

In addition to the 1937 All-American winners which we have listed, we have two other items in particular that deserve special commendation. The firm which introduced these fine things does not enter its novelties in competition. The two novelties, which we rank as more outstanding than any 1937 All-America novelty (except the Gold Medal winner, Marigold Crown of Gold) are: the dark foliaged dwarf double Nasturtium Scarlet Emperor, and the soft golden orange toned Marigold (carnation flowered) Golden Eagle.



GODETIA SYBIL SHERWOOD

LINARIA, Fairy Bouquet.— (New). — (Wild Snap-Dragon). Very showy, eight to ten inches high, colors rose, yellow, pink, lavender, carmine, red, white and violet mixed. A gem for border or rock garden.
pkt. 25c; 1/16 oz. 60c

LOBELIA. One of the most satisfactory of all annual border plants. Three to five inches tall.

Cambridge Blue. New. Light blue, large floweredpkt. 25c

Emperor William.
Gentian Bluepkt. 15c

MARIGOLD. Collarette Crown of Gold. A new discovery in Marigolds, beautiful as to color and form, but sensational because the odor of the blooms is sweet and that of the foliage so nearly undetectable that it has won the designation as the odorless Marigold. Described in the official report of the All-America judges as "The first known Marigold with odorless foliage, the oil sacks on the under side of the leaves being completely lacking." Blooms bright orange, center curled like a chrysanthemum with a collarette type crown of broader, flat petals. Winner first Award, 1937 All-American Trials, receiving more than twice as many points as the runner-up. pkt. 25c

MARIGOLD. Carnation Flowered. The new loose petalled type so popular for cutting and for flower arrangements. A minimum of Marigold odor.

Golden Eagle. The most beautifully colored carnation flowered Marigold, being a golden orange, much softer in tone, but just as rich in color as Guinea Gold. Blooms larger than the latter. One of the finest introductions of this season.pkt. 25c

Guinea Gold. Bright orange.
pkt. 10c; 1/4 oz. 35c

Yellow Supreme. Bright yellow.
pkt. 15c; 1/4 oz. 40c



**MARIGOLD
GIGANTEA
HYBRIDS**

MARIGOLD, Gigantea Hybrids. Our own choice as the novelty of the season, being, to our mind, one of the most striking seed productions of recent release. The blooms are so huge that they simply dwarf those of any other strain or type. Many blooms reach six inches in diameter and four inches in depth. This mammoth new type covers the range of Marigold colors, coming in a mixture of bright orange ranging through orange yellow, and yellow to primrose. Blooms semi-loose petalled.

A small proportion of the plants will come either single or small doubles, but the remainder will produce blooms larger than can be had from any other type of marigold—and a good percentage will be so huge that they will require "seeing before believing". Available in mixture only.

pkt. 25c; 1/16 oz. 60c; 1/8 oz. \$1.00

Fortunately For Us

The major portion of the flower seeds in the United States are grown in California. We make frequent trips to visit the wholesale seed farms while the flowers are in bloom, and a careful study enables us to choose for our listing the most noteworthy varieties and novelties.

In addition, we conduct our own trial gardens in which we grow test plantings of novelties and strains from Europe and elsewhere so that we will be sure not to miss anything worth while.

MARIGOLD, Dwarf Double Harmony. Easily the most sensational of the Dwarf Double Type. Each bloom has a rich maroon base set off most attractively by its central crest of deep orange. Very even in height, making it ideal for borders, etc.

pkt. 25c; 1/4 oz. 50c

MARIGOLD, Dixie Sunshine. A very late blooming variety with bright yellow blooms resembling miniature chrysanthemums. Free flowering. Plants three to four feet tall.

pkt. 25c; 1/8 oz. 50c; 1/4 oz. 90c

NASTURTIIUM, Double Gleam Type. Sweet scented, double, and semi-trailing. Unexcelled for small bouquets. We have made a careful check of field after field, and have also tested a great many varieties on our own grounds. As a result, we have chosen only those varieties that are really "ready"—having large flowers, of consistent semi-double habit, and good color.

Golden Gleam. Bright golden yellow.
pkt. 10c; 1/2 oz. 20c; 2 oz. 50c

Mahogany. Rich maroon. A most distinct and pleasing color. Similar to, but richer than the dark red nasturtium pictured in color, inside back cover.pkt. 25c; 1/2 oz. 60c

Orange Gleam. True orange.
pkt. 15c; 1/2 oz. 25c; oz. 40c

Scarlet Gleam. Bright scarlet-red, very dazzling.
pkt. 15c; 1/2 oz. 25c; oz. 40c

Gleam Hybrids. Seedlings from the popular Golden Gleam with the same growing habit and the same profusion of bright double flowers. In colors never dreamed of before in double nasturtiums — salmon, golden yellow, orange scarlet, cerise, creamy yellow, orange, crimson, and gold flushed scarlet. Greatly improved in habit over last year.pkt. 15c; 1/2 oz. 25c; oz. 40c

NASTURTIIUM, Dwarf Double Type. Better than the Gleams in many regions, due to their less rampant growth. Particularly advisable where dry, hot climates require much watering—as the Gleams tend to bush too much under such circumstances.

Scarlet Emperor. The most outstanding production in nasturtiums since Scarlet Gleam and the Gleam hybrids were released. A striking bright scarlet red that is very brilliant, but receives its greatest recommendation because of its attractive, unusual dark foliage.pkt. of ten seeds 35c

Golden Globe. Rich golden yellow
pkt. 15c; 1/2 oz. 25c; oz. 40c

Dwarf Double Hybrids (Globe Hybrids). Equivalent to the Gleam Hybrids, but of dwarf habit. Full color range and very fine, although a few of the blooms will be single.
pkt. 15c; 1/2 oz. 30c; oz. 50c

NEMESIA. After careful examination and checking, we chose for our listing a strain which included the most complete and best balanced color range, and was also of the attractive nana compacta type growth. Easily the finest mixture we know of. In addition, we list this year the sensational new variety, Aurora, a striking creation that is really "something different" in Nemisia.

Aurora. Red and white bi-color. Unusualpkt. 25c; 1/16 oz. 60c

Finest Mixed. In brightest colors of cherry red, orange, rose, scarlet, and other shades, mixed.

pkt. 15c; 1/16 oz. 40c

PANSY, Best-By-Test Strain. Last season we secured seeds of ten of the strains generally recognized as the world's finest, for testing purposes. To avoid any possible prejudice, we ran our tests "blindfold"—that is, grew and planted them under number so that even we ourselves did not know which strain was best until the test was completed. Three strains led the group, but one was easily the best of the three. We immediately tried the three best a second time, with the same strain again proving to be most outstanding of all.

As a result, we offer our first choice as our "Best-By-Test" Pansy strain—it was the first to bloom, the most gorgeous, had a color range as bright, but richer than those of any others, and produced by far the largest flowers.
pkt. 50c; large pkt. \$1.00
1/16 oz. \$2.00

Selected Seeds

PETUNIA, Large Flowering Double Type. Very popular. Approximately 50 per cent fully double, 40 per cent semi-double, and the remaining 10 per cent attractive singles. Flowers huge.

Rose Pink and White. A new and attractive colored petunia in the lighter colors. The large flowers look like frills of pink lace, the white predominating in some, the pink in others....pkt. \$1.00

Diener's Double Ruffled Monsters, Mixed. (No. 38). We offer in Mr. Diener's own packets, this most outstanding mixture of doubles in full color range.

Small pkt. 50c; extra large pkt. \$1.00

PETUNIA, Diener's Ruffled Monsters, Mixed. Single. This is the same assortment (No. 8) that has carried Mr. Diener's reputation for Petunias throughout the world, and the seeds come direct to us from the Diener gardens. Contains coppery red, mauve, salmon-rose, lilac pink, flesh pink and many other new colorings.....pkt. 50c

PETUNIAS, Balcony or Pendula Type. The type highly recommended by Sydney B. Mitchell (Sunset Magazine garden consultant) for garden use because of their value in massing. Also most effective in window boxes. Abundant bloomers.

Alba. Ivory white. Very effective.
pkt. 15c; 1/32 oz. 35c

Black Prince. Rich, deep velvety crimson, this new color in Petunias will add a regal note to any garden.
pkt. 15c; 1/32 oz. 60c

Blue Wonder. A new introduction. Clear bright deep blue of better color and habit than any other blue variety. A full mass of solid blue color that does not fade in the sun.
pkt. 15c; 1/32 oz. 40c

Flaming Velvet. We have withdrawn our listing of this variety, as it did not hold up to its performance in the All-American trials. We suggest instead, Black Prince, a very colorful, striking Petunia.

Ramona. A splendid new rose pink variety with a fine, strong color.
pkt. 15c; 1/32 oz. 40c

Mixed. Including Blue Wonder, Ramona, and other varieties of white, rose, violet and other shades.
pkt. 15c; 1/32 oz. 35c

PHLOX GIGANTEA, Art Shades. A new strain of phlox drummondii with blooms well over one inch in diameter, in a soft range of colors, as salmon, appleblossom, light blue, mauve, rose, etc., each with white or cream eye. Winner of Award of Merit, 1935 All-American Selections, but not released until last year. Worth an unqualified recommendation on the basis of size or the attractive color range alone. Ranks as a standout when both of these points are considered.

pkt. 25c; 1/16 oz. 50c

SNAP DRAGON CHRISTMAS CANDLE



PHLOX, Sunrise. A dwarf growing (nana compacta) type Phlox that is ideal for use in beds for solid color. The color, light La France pink with eye of deeper pink, and the full flower heads mark this fine annual as a "bell ringer"pkt. 25c

SALPIGLOSSIS (Velvet Flower). One of the easiest of annuals to grow, and a most aristocratic and colorful plant. Trumpet-like flowers which bloom profusely and are excellent for cutting. In crimson, gold, black, violet, brown, blue and other shades—mixed.
pkt. 15c; 1/16 oz. 50c

SCABIOSA CAUCASIA (Blue Bonnet). P. New Giant Isaac House Strain. The finest Scabiosa for Pacific Coast gardens. Huge flowers, fringed and ruffled, in shades from lavender to dark blue.
pkt. 25c; 1/16 oz. 60c

SCABIOSA COLUMBARIA. Pink. A growth similar to Caucasica. Color—orchid pinkpkt. 25c; 1/16 oz. 50c

SCHIZANTHUS (Butterfly Flower). Attractive blooms, colored and formed like miniature orchids. Showy in the garden and fine in small bouquets.

New Sunset Hybrids. A well balanced blend, consisting of bright rose and carmine shades, each butterfly-like flower marked with gold or white. Two-foot plants, covered with blooms. Fine for potting, massing, or cutting. Easily grownpkt. 25c

Rock Garden Hybrids. A new strain with colors similar to the Sunset hybrids, but compact in growth. Ideal for rockeries or pot plants, as they grow only six inches high.....pkt. 25c

SNAPDRAGONS. Rust-Resistant, Bedding Type. Growing only 18 inches tall, but covered with blooms, the showier colors of this type are as fine for borders or for beds of solid color as anything we know of.

The three color shades that we have selected have been chosen because they are easily the most intense, showy bedding Snapdragons available in rust-resistant seed stock. All are offered for the first time this season and are characterized by longer, taller flower spikes than have previously been available in this type.

Orange Shades. Large blooms with full flower spikes. In shades varying from deep tangerine to golden orange. Sensationally bright and showy.
pkt. 25c; 1/64 oz. 75c; 1/32 oz. \$1.35

Red Shades. Shades of deep crimson, garnet and ruby. Very rich in color, and with large flowers on good spikes, ideal for a bed of rich color.
pkt. 25c; 1/64 oz. 75c; 1/32 oz. \$1.35

Rose Pink Shades. Colorings best described as variations of Begonia rose. Very gorgeous, and of fine flowering habit—large blooms, good spikes, etc.
pkt. 25c; 1/64 oz. 75c; 1/32 oz. \$1.35

Special Collection. One packet each. All three Bedding Type Snapdragons listed above60c

See next page for tall type snapdragons, including Christmas Candle, an unexcelled mixture, and nine other outstanding varieties.

SNAPDRAGONS — Best By Test Varieties, Rust-Resistant. Tall Type. This season we conducted our own trial of Rust-Resistant Snapdragons — getting the best varieties from each of the five wholesale seed firms who have been doing so much work on them. In addition, we have carefully inspected the actual plantings of these firms. All averaged 80% rust-proof, or better, and we have selected the finest, most outstanding varieties, some from one grower, some from another—enabling us to offer the finest selection possible in resistant Snapdragons.

These “tall type” varieties grow three feet and over in height, and now have good color, large blooms, and good full spikes. Technically, they fall in the “maximum” type—unexcelled for general garden use, or for cutting.

Alaska. Best spikes, tallest, and generally the finest rust-resistant white
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Appleblossom. Pink with white tube and lower lip. Large and tall. Striking.
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Campfire. Glowing scarlet, faintly suffused a fiery shade of bronze, with a touch of bright gold on the lip. Most attractive.
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Ceylon Court Yellow. Deep yellow. Large and tall. Easily the finest yellow in our test garden.
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Christmas Candle. New this season, easily one of the showiest varieties grown. Color bright flame set off by tube of waxy cream. One of the novelties of the season, destined for unlimited popularity.
pkt. 25c; 1/64 oz. 50c; 1/32 oz. 90c

Copper King. Also new this season. Finest of the resistant varieties in the copper shades. Burnished copper with golden blotch on lower lip.
pkt. 25c; 1/64 oz. 50c; 1/32 oz. 90c

Orchid Blend. Very beautiful orchid and lavender shades with an occasional white. Very striking.
pkt. 25c; 1/64 oz. 50c; 1/32 oz. 90c

Roman Gold. Striking soft orange and gold with orange-pink base.
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Rose Pink. Pure rose pink. A beautiful shade. Attractive in every way.
pkt. 15c; 1/32 oz. 40c; 1/16 oz. 75c

Salmon Rose Shades. New this season. Decidedly more salmon than the Rose Pink (above). A splendidly colored variety that will be most popular. Long full spikes, and taller than any other resistant variety we know of.
pkt. 25c; 1/64 oz. 50c; 1/32 oz. 90c

Group Collection. One packet each, all ten tall type varieties listed above\$1.50

Finest Mixture. From an unusually fine strain, including colors as above, and others.
pkt. 15c; 1/32 oz. 30c; 1/16 oz. 50c

STOCK. Giant Imperial Type. The finest all-around stock available, except for the three varieties of the new “super” type following. Very double, large blooms and fine branching habit.

Blood Red. Rose red.
pkt. 15c; 1/16 oz. 50c

Fiery Blood Red. Orange to blood redpkt. 15c; 1/16 oz. 50c

Lavender.....pkt. 15c; 1/16 oz. 50c

Santa Maria. Pure white.
pkt. 15c; 1/16 oz. 50c

Mixture. Including the four named varieties listed above, plus yellow, crimson, cream and other colors.
pkt. 15c; 1/16 oz. 40c

STOCK. New Super Giant Imperial Type. This new type is the very finest for cutting, as well as the showiest in the garden. It is fully base branching, which means that the side spikes are as long as any. Twelve to fifteen spikes per plant, all very double, with forty to fifty huge florets open at once. Available in three colors only.

Lilac Blue. A beautiful lavender-lilac. Similar in shade to the so-called “blue” of the older types. New this seasonpkt. 25c; 1/16 oz. 85c

Rose Charm. Beautiful American Beauty rose color.
pkt. 25c; 1/16 oz. 75c

Roselight. Lavender pink.
pkt. 25c; 1/16 oz. 75c

STOCK. Complete Collection. Lilac Blue, Roselight, Rose Charm (Super Gt. Imp.) and Blood Red, Fiery Blood Red, and Lavender Santa Maria (Gt. Imp.). One full packet each (Seven) for 85c

THALICTRUM DIPTEROCARPUM (*Meadowrue*). P. Tall graceful perennial that freely produces its lacy sprays, each of which is covered with a myriad of diminutive lilac flowers. Especially desirable in gardens where a natural effect is desired and a graceful filler for cut-flower arrangements.
pkt. 25c

VERBENA, Crimson Glow. The first Verbena in crimson, but also remarkable for its free flowering characteristics, and the fact that its semi-compact, even growth makes it perfect for borders or for bedding. Very showy and most useful.
pkt. 25c; 1/16 oz. 50c

VERBENA, Floradale Beauty. A giant among Verbenas in a beautiful color range that shades from light appleblossom, through pink to rose pink. Individual florets are so big that the flower heads might be taken for Phlox. Long stemmed, with semi-trailing habit. Most outstanding, having received special mention in the 1937 All-American selections.
pkt. 25c; 1/16 oz. 50c

VIOLA. Like small pansies, but perennial. We list only the showiest, largest, individual varieties, and our mixture is most excellent.

Arkwright Ruby. Rich ruby crimson. Very large. Similar in color to the red-toned pansy illustrated in color, inside back cover.
pkt. 25c; 1/16 oz. 50c

Blue Perfection. Clear lavender blue.
pkt. 15c

Chantreyland. Larger and generally improved over the “Apricot” Viola, but with the same beautiful color—pure apricot..... pkt. 25c; 1/16 oz. 50c

Carl Salbach . . .

Mixed. Brilliant color range, long stems, free-flowering.
pkt. 15c; 1/16 oz. 30c; 1/8 oz. 50c

ZINNIA, Crown O’ Gold Type. A very recent development. Most unusual, in brilliant color range, and with flowers almost as big as the dahlia flowered type. Strikingly effective as cut flowers because of the unique “crown”, which comes from the secondary color of the center petals. The blending is in every case most artistic because the secondary color is always in the same general color range as the first, but of a much yellower cast—just as if pigments of yellow had been added. In full glorious color mixture, including old rose, cream, yellow, carmine, pink, lavender, etc.
pkt. 25c; 1/8 oz. 60c; 1/4 oz. \$1.00

ZINNIAS, Dahlia Flowered Type. We have gone direct to the introducers of the famous dahlia flowered type and have obtained their finest varieties, as well as their special mixture. Zinnias grow best where the summers are hot and dry.

Canary Bird (Canary yellow), **Crimson Monarch** (Deep crimson), **Dream** (Lavender), **Exquisite** (Light rose, deeper center), **Golden Dawn** (Golden yellow), **Illumination** (Deep rose), **Oriole** (Orange, gold bi-color), **Polar Bear** (White), **Scarlet Flame** (Bright scarlet). Each variety priced at pkt. 15c

Group Collection, all nine varieties
\$1.00

Special Bodger Gold Medal Mixture of dahlia flowered strains. Seed hand-picked from the best flowers of the season. In yellow, crimson, lavender, scarlet, red, orange, rose and other colors.....Large pkt. 25c

Special Gold Medal Mixture. Autumn Shades. The same mixture as above but restricted to the brightest colors—yellow, scarlet, orange and red, in formula mixture from the finest named varieties.....Large pkt. 25c

ZINNIAS, Dahlia Flowered. Any variety separately, or either mixture.
1/4 oz. 75c; oz. \$2.00

ZINNIAS, Lilliput or Pompon Type. Blooms the size of, and resembling pompon dahlias. Small, round, compact flowers on strong stems. Good in the garden, and unusual for cutting.

Full Color Mixture. All shades in brilliant mixture, including yellow, crimson, buff, rose, white, and lilac shades.....pkt. 15c; 1/2 oz. 50c

New Pastel Shades Mixture. Just released this season, this remarkable new offering is composed solely of delicate colors not previously available in Lilliput Zinnias. Apricot, peach, creamy yellow, soft pink, delicate salmon, light rose, and other pastel shades. Most attractive.
pkt. 25c; 1/4 oz. 60c; 1/2 oz. \$1.00

ZINNIAS, Tom Thumb Lilliput Type. Dwarfest Zinnia grown. Tiniest flowers. Plants four to six inches high. Fine for potting or borders. Colors—red, orange, yellow, pink, rose and pastel shades mixed.....pkt. 25c

DAHLIAS, IRIS and GLADIOLUS SELECTED SEED SPECIALTIES

Phone ASberry 1066

[illegible]



New Double Nasturtiums



Gladiolus "SALBACH'S ORCHID"



Above — "Best by Test" Pansies



Left — Double Petunia "Rose Pink and White".

Right — Iceland Poppies, Santa Maria Inn Strain.





LA FIESTA



MILFORD